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ABSTRACT

Library services to industry was the theme of four workshops held in Fresno, Altadena, Palos Verdes and Sacramento during March 1969. The composition of the panel at each workshop and the procedure for each panel presentation were basically the same. Each panel had a representative from industry and four practicing librarians: a public librarian, a special librarian serving industry, a college or university librarian, and a reference librarian assigned to service industry from the staff of the California State Library. The objective of the morning session was to show: (1) how each type of library can serve industry, (2) the kinds of information the industrial man can expect from libraries or information systems, and (3) how libraries can work together to supply these needs. During the afternoon session, participants were assigned to discussion groups to discuss one of five topics: (1) role of the reference librarian, (2) the goal of reference work, (3) publicity and public relations, (4) information analysis centers , and (5) interviewing the patron from industry. (See LI 002 164 for a report of the 1970 workshops.) (Author/NH)

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STATE TECHNICAL SERVICES

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② LIBRARY SERVICE TO INDUSTRY;

Series of Four Workshops

SPONSORED BY

④ CALIFORNIA LIBRARY ASSOCIATION, Sacramento. Mrs. Phyllis I. Dalton, President

Business & Industry Division, CALIFORNIA LIBRARY ASSOCIATION
Mr. Alfred Maupin, President

Reference Librarians Division, CALIFORNIA LIBRARY ASSOCIATION
Mr. Gilbert McNamee, President

CALIFORNIA STATE LIBRARY, State Technical Services Pilot Project

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Sacramento
⑤ 1969

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STATE TECHNICAL SERVICES

LIBRARY SERVICE TO INDUSTRY

Proceedings of Four Workshops

Fresno	March 18, 1969
Altadena	March 20, 1969
Palos Verdes	March 21, 1969
Sacramento	March 27, 1969

Coordinator: Jewel C. Hardkopf
Librarian-Management Consultant

California State Library
Sacramento
1969

CONTENTS

Page

PREFACE 1

FRESNO WORKSHOP

Program 10

Panel Presentation 13

Discussion Period 39

State Technical Services Act and California State Library
Pilot Program
Phyllis I. Dalton 43

Reports of Discussion Groups 47

Summary and Conclusions
Phyllis I. Dalton 60

ALTADENA WORKSHOP

Program 67

Panel Presentation 70

Discussion Period 99

Library Service to Industry
Mr. Charles B. Jackson 107

Reports of Discussion Groups 118

Summary and Conclusions
Phyllis I. Dalton 138

PALOS VERDES WORKSHOP

Program 143

Panel Presentation 146

Discussion Period 156

Reports of Discussion Groups 160

Summary and Conclusions
Phyllis I. Dalton 169

CONTENTS (Continued)

Page

SACRAMENTO WORKSHOP

Program 173

WELCOME by Phyllis I. Dalton, Assistant State Librarian 175

Panel Presentation 179

Discussion Period 209

State Technical Services Act and California State Library
Pilot Program
Phyllis I. Dalton 214

Reports of Discussion Groups 221

Summary and Conclusions
Phyllis I. Dalton 243

PREFACE

The incoming President of the California Library Association, Mrs. Phyllis I. Dalton, and the President of the Reference Librarians Division of the California Library Association, Mrs. Marie Boerum, began early in 1968 to discuss a series of workshops on LIBRARY SERVICE TO INDUSTRY.

At the annual meeting of the California Library Association in late 1968, Mrs. Boerum met with the Presidents of two divisions, Mr. Alfred Maupin, Business and Industry Division, and Mr. Gilbert McNamee, Incoming President of the Reference Librarians Division, to discuss the possibility to the two divisions cooperating with the California State Library to sponsor such workshops. The two Presidents agreed that their divisions would serve as co-sponsors. Mr. McNamee asked Mrs. Boerum to work with the California State Library as the representative of the Reference Librarians Division.

In January, 1969, Miss Jewel C. Hardkopf, Librarian-Management Consultant, returned to the California State Library to serve as a Special Consultant to the State Technical Services Pilot Project established under the State Technical Services Act (Public Law 89-182, 89th Congress, S.949, September 14, 1965) in the California State Library. Her major assignment was to plan, organize and coordinate a series of workshops on LIBRARY SERVICE TO INDUSTRY.

The first step was to determine the dates and locations for the workshops. It was decided that there would be three in March 1969 and the locations would be Fresno, Altadena and Sacramento. Fresno was selected for the first of the series because Fresno is the

PREFACE (Continued)

location of the STS Pilot Project. The Fresno County Librarian and the Director of the Altadena Public Library graciously opened their facilities for the workshops.

In Sacramento, the Resources Building, 9th and N Streets, was selected and the conference room was reserved.

Invitations and a tentative program were mailed to all public libraries in California and 150 special libraries on January 15 with a request to register for attendance at one of the three locations. On January 22 the same invitation was extended to all college and university libraries in California, and later the invitation was extended to additional special libraries in California.

The advance registrations soon indicated that more librarians would attend the workshop in Altadena than could be accommodated in that library. Therefore, a second location was selected and a fourth workshop was organized. The Palos Verdes Public Library Director very kindly opened the facilities of his library to the sponsors of the workshops. On February 6 a notice was mailed to all registrants for the Altadena workshop telling them that there would be two identical workshops in the Los Angeles area, and inviting them to indicate which one they wished to attend.

The Workshop Coordinator made a trip to Fresno to discuss the plans with Mrs. Marie Boerum, and a trip to the University of California at Los Angeles. At the latter place conferences were held with Mrs. Johanna Tallman, Head, Physical Sciences Libraries and Mr. Alfred Maupin, President, Business & Industry Division, California Library Association, to discuss the structure of the workshop, and to obtain

PREFACE (Continued)

names of persons to be invited to participate as panelists and group discussion leaders.

At the California State Library, the Workshop Coordinator held weekly meetings with a "Committee of Three" who were designated to assist with the planning and to attend all four workshops, Miss Mary Schell, Supervisor, Government Publications Section, Mr. Eugene Pike, Supervisor, Reference Section, and Mrs. Janet Bergman, STS Project Librarian.

On February 17 an advance mailing was sent to each librarian registered to attend one of the four workshops. This included a list of five topics suggested for discussion during the afternoon session. These topics had been determined most suitable by the workshop planners, and had been submitted to persons selected to serve as discussion leaders. The latter had already indicated their first, second and third choices of the five topics. Now the registrants were asked to mark their three choices and return the list. Later each registrant was notified of the topic (in the majority of cases it was the one marked as first choice), the name of the discussion leader, and for the Sacramento workshop a room number was indicated. At all four workshops the groups meeting in the afternoon for discussion were relatively small.

The composition of the panel at each workshop and the procedure for each panel presentation were basically the same. Each panel had a representative from industry and four practicing librarians: one from a public library, one from a special library serving industry, one from a college or university library, and one of the reference

PREFACE (Continued)

librarians assigned to the State Technical Services Pilot Project of the California State Library.

Mrs. Mary Jane Schmelzle, one of the STS Project Librarians at the University of California, Los Angeles, was designated to represent the California State Library by direct communications with panelists for the two workshops in the Los Angeles area. She made numerous telephone calls and sent copies of the proposed procedure for the panel presentations to each panelist.

After the panel presentation in the morning session the audience was asked to direct questions to a panelist or comment on what had been presented. After the reports were made by each discussion group in the afternoon session, Mrs. Dalton made the summary and presented some conclusions for the day before she adjourned the workshop.

Throughout the day, Mrs. Dalton kept things moving according to the scheduled program. At each location the timing of everything was brilliantly precise.

Six lists were prepared for distribution to each workshop attendee. These were: (1) Reviewing Media; (2) Index and Abstracts; (3) Specifications and Standards; (4) Food Technology; (5) Applied Chemistry; (6) Technology Transfer and the State Technical Services Act. All were designed to help librarians to serve industry.

Many of the titles listed were represented in the exhibits at each workshop. Special and unusual reference tools were displayed and attendees were encouraged to examine them during the break periods throughout the day.

PREFACE (Continued)

Additionally, some publishers of some of the unusual tools provided sample copies, brochures, kits, and other give-aways for all four workshops.

The proceedings which follow will remind those who attended that, LIBRARY SERVICE TO INDUSTRY is vital today, and to search for more and better ways to do it. If this document is read by others, it is hoped they will find it stimulating and useful.

To the representatives from industry, the sponsors and the many librarians throughout the state who gave generously of their time and knowledge to aid in the presentation of this series of workshops, we sincerely trust the attendees found their participation to be a worthwhile experience, and that they had something valuable to take back to their libraries.

CALIFORNIA STATE LIBRARY

STATE TECHNICAL SERVICES

LIBRARY SERVICE TO INDUSTRY

STATE TECHNICAL SERVICES ACT OF 1965

79 STATS. page 679

DECLARATION OF PURPOSE

"Section 1. That Congress finds that wider diffusion and more effective application of science and technology in business, commerce, and industry are essential to the growth of the economy, to higher levels of employment, and to the competitive position of United States products in world markets. The Congress also finds that the benefits of federally financed research, as well as other research, must be placed more effectively in the hands of American business, commerce, and industrial establishments. The Congress further finds that the several States through cooperation with universities, communities, and industries can contribute significantly to these purposes by providing technical services designed to encourage a more effective application of science and technology to both new and established business, commerce, and industrial establishments. The Congress, therefore, declares that the purpose of this Act is to provide a national program of incentives and support for the several States individually and in cooperation with each other in their establishing and maintaining State and interstate technical service programs designed to achieve these ends."

PUBLIC LAW 89-182
89th Congress, S. 949
September 14, 1965.

ACKNOWLEDGMENTS

Very sincere appreciation is given to the following publishers who supplied samples of some of their publications for display purposes at the workshops on LIBRARY SERVICE TO INDUSTRY, and to those who gave brochures and other items for distribution to the attendees:

Institute for Scientific Information

Oceanic Research Institute

American Society of Mechanical Engineers

Cambridge Communications

U.S. Government. General Services Administration

U.S. Government. Small Business Administration

FOUR WORKSHOPS ON
LIBRARY SERVICE TO INDUSTRY

ACTUAL ATTENDANCE

LOCATION AND DATE	FRESNO March 18	ALTADENA March 20	PALOS VERDES March 21	SACRAMENTO March 27	TOTAL
PUBLIC LIBRARIANS	41	52	39	79	211
SPECIAL LIBRARIANS	10	27	22	25	84
COLLEGE & UNIVERSITY LIBRARIANS	2	15	10	6	33
REPRESENTATIVES FROM INDUSTRY	1	1	1	2	5
TOTAL	54	95	72	112	333

FRESNO WORKSHOP March 18, 1969

PROGRAM

FRESNO WORKSHOP ON LIBRARY SERVICE TO INDUSTRY
Fresno County Library, 2420 Mariposa Street
Tuesday, March 18, 1969

9:30-10:00 Registration (Coffee and refreshments available)

10:00 Opening of Workshop

Welcoming remarks -- Mrs. Alice Reilly, Fresno County Librarian

Introduction of Panel Members -- Mrs. Phyllis I. Dalton, President of California Library Association and Assistant State Librarian, California State Library

Panelists:

- Mr. Sidney Cox, Administrative Assistant, Producers Cotton Oil Company, Fresno
- Mr. Alfred Maupin, President, Business and Industry Division, California Library Association and Librarian, Development Research Associates, Los Angeles
- Mr. Benton Scheide, Librarian, California State College, Bakersfield
- Mrs. Marie Boerum, Head, Reference Department, Fresno County Library and State Technical Services Pilot Project Librarian
- Mr. Edward Plummer, Reference Librarian, Fresno County Library and State Technical Services Pilot Project Librarian

10:10-11:10 Panel on Library Service to Industry

11:10-11:30 Discussion between Panelists

11:30-11:55 Discussion and Questions from the Floor

Moderator, Mrs. Phyllis I. Dalton

11:55 Announcement concerning Lunch (Mrs. Reilly and Mrs. Boerum gave the names and locations of restaurants in the area)

12:00-1:30 Lunch and Examine Exhibits

1:30-1:50 Speaker: Mrs. Phyllis I. Dalton

Topic: State Technical Services Act and the California State Library's Pilot Project

1:50-3:00 Five Discussion Groups Meeting Simultaneously on Five Different Topics

Topic #1 -- Role of the Reference Librarian & Information Specialist
Leader: Mrs. Inez Pettijohn, Head, Reference Department, Kern County Library, Bakersfield

FRESNO WORKSHOP March 18, 1969

Topic #2 -- Our Goal Today
Leader: Mrs. Marie Boerum, Fresno County Library
Recorder: Mr. John Jewell, Fresno County Library

Topic #3 -- Publicity/Public Relations
Leader: Mr. Edward Plummer, Fresno County Library

Topic #4 -- Information Analysis Centers
Leader: Mrs. Mary Jane Schmelzle, UCLA/STS Project Librarian

Topic #5 -- Interviewing the Patron
Leader: Miss Mary Schell, Supervisor, Government Publications Section, California State Library

3:00-3:30 Break

3:30-4:20 Summary Report by Leader or Recorder of Each Discussion Group

4:20-4:30 Conclusions and Summary

Mrs. Phyllis I. Dalton

EXHIBITS of special materials useful to librarians serving industry with California State Library personnel on duty to discuss with workshop attendees.

FRESNO WORKSHOP

March 18, 1969

ATTENDANCE

Public Librarians	41
Special Librarians	10
College and University Librarians	2
Man From Industry, Mr. Sidney Cox	1
TOTAL	54

LIBRARY SERVICE TO INDUSTRY

PANEL

PHYLLIS DALTON: Today we have a Library Service to Industry Workshop. I don't know how the workshop is going to go because it is all up to the people here, and it's all up to you because I don't know what any of you are going to do. All I'm going to do is preside, introduce you and moderate. We are investigating how to provide library service to industry. How do you serve the man from industry and how do you enable him to obtain the information he really needs? We have here today, to show us how, to talk with us about it, people who represent various parts of the library field and industry. We thought one way to find out was to invite the man from industry--to have him come and be with us today.

He is Mr. Sidney Cox, who is the Administrative Assistant of Producers Cotton Oil Company in Fresno. Then we invited a Special Librarian, Mr. Alfred Maupin, who is librarian at the Development Research Association in Los Angeles and he is also President of the Business and Industry Division of the California Library Association, a division which is helping us sponsor this workshop. Then we turn to college librarians and we have Mr. Benton Scheide, who is director of the California State College Library at Bakersfield. The STSA--which you will hear more of--the State Technical Services Act Project--is represented by Mrs. Marie Boerum. She is head of the reference department at Fresno County Library and is immediate past president of the Reference Division of C.L.A., which is also sponsoring this workshop. And then we have Mr. Edward Plummer, from the public library. Ed is business librarian of Fresno County Library and is reference librarian in the STSA project. So I will turn this over to them to talk to each other about how to provide library service to the man from industry. Then they will discuss the presentations among themselves. And then you will have an opportunity to discuss with them, so, as they proceed would you make notes to yourself as to questions you want to ask or disagree with or comments. So I will now turn this over to the panel.

ED PLUMMER: Thank you. You will probably note one thing which I might as well mention now and then nobody will bring it up later on--the questions which we have are perhaps not what you would call really industrial questions. The reason for this is that, unfortunately, industry in the area has not been asking us many questions and, not being an industrialist myself, it is a little hard to determine what the man might ask if he doesn't ask it himself. But we do have some questions, most of which are questions which actually came into the library, which in some cases we selected because we wanted to point out how we handled them a little differently from the way you might think the question would be handled. So I think with that little preface, Sid, if you'd like to start asking questions.....

SID COX: I'd be delighted to. I'd like to say one thing about what Ed has just said. He said he hadn't received many questions from industry. That does not apply to Producers Cotton Oil Company. We've been asking quite a few questions of the STSA project service. I might say there is a reason for the lack of questions and that is that the business community doesn't think that the librarian knows very much. Now, let me qualify that by saying that the businessmen feel that if they ask a question of a librarian (1) they are not going to get the latest information; and, (2) it'll probably take some time to get it. Well, I'm here to tell you that that's not true and, happily, we discovered this after meeting with Ed Plummer and finding that there is this service available. We've been amazed at the complete bibliographies that we get on questions and the speed of the service. He's gone to many different sources across the country to get answers for us. In one case, we couldn't get the answer through our normal channels--just absolutely could not get it--and we got the information from Ed.

I want to say something, too, about people who ask questions and maybe have had a bad experience in not getting the information they wanted. I think people generally tend to be a little confused and I'm certain you run across this all the time. They ask for one thing and they really want something else. Either they are very general in what they ask and they want a very specific answer or vice versa. You give them the general answer they asked for and they reply, "You didn't understand what I wanted". But, to begin the questions, I'd like to direct the first one to Ed Plummer. I'm looking for an article by T. P. Hignett on the use of urea in making compound fertilizers. Now, unless I'm mistaken, there was a paper presented on this at an international conference in Paris a few years ago. Can you help me?

ED PLUMMER: This is an actual question which came in and I put it here deliberately. It didn't come from Producers Cotton Oil Company but it gives us a chance to show you how you can go outside ordinary channels to get the answer. We referred the question to the STSA librarian at State Library. (In the original question we had the name of the periodical). She couldn't find a listing for an article by Hignett in that particular periodical but in Chemical Abstracts she found the same title and the same author in another periodical and she thought the University of California at Los Angeles had the periodical. So we referred the question to UCLA, but they didn't have it. I then checked in the Union List of Serials and the only library in the United States that had this periodical was the Library of Congress. I thought, "Boy, by the time we check with the Library of Congress for the cost of a copy and then order and receive it from them, the man's going to have forgotten he ever asked the question". So I went out to Fresno State College Library and looked in Chemical Abstracts to verify the citation. It turned out the work had been done at Muscle Shoals. So I wrote a letter to the Tennessee Valley Authority at Muscle Shoals and the same day a request for charges was sent by our Interlibrary Loan Department to the Library of Congress. By return mail, I received a very nice letter from Mr. Hignett with a copy of his paper and ten days later I heard from the Library of Congress. So sometimes you have to go outside the regular channels to speed things up a bit. And all it cost us was postage for the letter--I didn't telephone or wire for the information. Frequently, you can get information much more quickly by going outside regular channels than by going through all the red tape.

SID COX: The next one I almost want to answer myself but I'll restrain myself. We're seeking some general information on cotton growing, production, physical and chemical properties, marketing etc. on a world wide basis.

ED PLUMMER: That's a real nice question, isn't it? Well, one reason I was able to get the answer with relative ease was the fact that I had browsed through a set of encyclopedias on chemical technology. Now, you wouldn't think that you'd find all that information in an encyclopedia on chemical technology, but the article in the Kirk-Othmer Encyclopedia goes way beyond chemistry and this points out the importance in browsing through your collection to find out just what you have. Anyone of us has material in his or her collection that we are not aware of. The only way you are going to find much of this is by browsing. We were talking the other day about serendipity--looking for one thing and finding something else you needed, totally unrelated to the first item. Marie, weren't you talking to Mohammed about serendipity?

MARIE BOERUM: Yes, I was looking for material on how to conduct staff meetings and while I was doing that I found a book on goals, which relates to the discussion group I am leading this afternoon. So I took the book on goals and am using part of the material later today.

ED PLUMMER: At this time, I think we should introduce Mr. Mohammed Darwish from Cairo, Egypt. Mohammed, will you stand up and tell us the name of your library?

MOHAMMED DARWISH: It is the National Institute of Management Development, Cairo, Egypt.

SID COX: The next question concerns statistics. I'm interested in knowing the U. S. production of cottonseed oil and also the production of cottonseed cake and meal for the years 1966 through 1968.

ED PLUMMER: This gives us a chance to put in a plug for an amazing work we have in the collection which Marie got for us, called Predicasts. It gives historical statistics and projections of production and consumption on almost anything you can think of and always gives you the source from which the information is derived, which makes it an extremely valuable reference tool. We don't use it as much as we'd like to because people don't realize that we have it. (We're throwing this little plug out so that you'll be aware of it).

BENTON SCHEIDE: Ed, may I ask you a question? Statistical Abstracts--don't you think it has everything?

ED PLUMMER: It has just about. Statistical Abstracts does have a terrific amount of material but I wasn't able to find this information in it. We do use Statistical Abstracts on daily basis, you might say. It is, fortunately, a well bound volume. We'd tear it up in a hurry if it weren't.

MARIE BOERUM: One of the advantages of the Statistical Abstracts, is that it is an index to the statistics in your government documents. Often they give you just a very short summary but list the source of their information, which may be another more extensive government document. So it comes in handy as an index.

SID COX: I'd like to direct the next question to Mr. Scheide. I'm quite interested in the elimination of bacterial blight in cotton. I know that there has been a lot of work done on it. I'm particularly interested in what has been done on it in California within the past five years.

BENTON SCHEIDE: My suggestion would be for my staff to check the Bibliography of Agriculture. I would like to say that in my college (California State College at Bakersfield--to open in 1970) we will not have a very extensive collection of materials in the field of agriculture. We will have some state documents and there would be a possibility of locating material there or in other documents.

SID COX: Such as the University of California Extension Service?

BENTION SCHEIDE: Yes.

SID COX: What about finding something on other diseases and pests in cotton?

BENTON SCHEIDE: Well, the Biological and Agricultural Abstracts would be helpful in this area. And, incidentally, in our location at Bakersfield, I think that with a lack of extensive reference material, the college might be the only place which would have this in our area and for this reason it would be well for the librarians in the area to know this and to make full use of this rather expensive material. So, if you don't find it in the public library, try the college.

ED PLUMMER: I'd like to make a point here. Benton, you were recently on the staff at San Diego State College weren't you?

BENTON SCHEIDE: That's right.

ED PLUMMER: Don't they have quite an effective cooperative arrangement between the various types of libraries in that area?

BENTON SCHEIDE: Yes, they have a group that prepared a directory of subject specialties in each of the libraries. The practice is for the librarians to contact each other, using this directory. This enables a more efficient utilization of the library resources in the area.

It is handled by librarian-to-librarian contact--they don't refer the patron to another library.

AL MAUPIN: I would like to interrupt here and plug another organization. Most of the local chapters of Special Libraries Association (SLA) have prepared, over the years, union lists which are sometimes much better for local use than the big Union List, which is always so out of date that it is not very useful because there are too many new journals not included in it. They can do this on the chapter level--or have been able to do this--the chapter level. However, the last attempt to do this in the Los Angeles Chapter became so expensive that we're not sure we'll be able to do it again. But these lists are very helpful to the chapters. There are at least three union lists in existance in California. The Bay Area Chapter, Los Angeles Chapter and San Diego Chapter have all issued union lists on subject directories to the libraries that are better than the American Library Association ones as they are more comprehensive and detailed in their coverage. They don't give holdings, however.

JOSEPHINE J. WHITNEY; United Air Lines Engineering Library, San Francisco: The San Francisco Chapter is updating theirs right now.

AL MAUPIN: Right. And the Los Angeles list was just published last year, so it's fairly new again. But it might be the last one of them, I don't know.

ED PLUMMER: One question I'd like to ask in regard to that--and I realize you can't answer for all the special libraries down there--but what chance would you say that Fresno County Library might have in contacting one of the special libraries to get--not circulating material--but to get copies of journal articles?

AL MAUPIN: I can't think of any special library that I know in the Los Angeles area which would not copy an article for you. Some of them will charge you, but some won't. Ordinarily, you just send in the interlibrary loan from or the photo-duplication form, either on you want to use, and just check the box "Please Bill" or "Please let us know if it will cost more than $5.00, or whatever". In many places, for example my own library, it costs more to bill you than it does to give you the article. Special libraries for a long time have done this for each other. We think nothing of calling up a competitor and saying, "Do you have thus and so?" If they have, you tell them what you want and if it's on a local level you don't bother with the form. You just say, "Can you send me -----?" If it is farther, or if it is somebody who is not exactly your best friend, or something, then you send the form. But, certainly, we don't discriminate by type of library in this. If you want the information and we have it--if it is in published form--you can get it. The only restriction would be--in any special library--those things which are confidential to the company or classified by the government.

ED PLUMMER: We had occasion to contact one of the special libraries in Southern California--TRW Systems, Inc. They had done a paper on Water Resources Management for the U. S. Geological Survey. We called the Department library in Menlo Park, I believe. They couldn't provide us with a copy so I call Louis Cantor at TRW in Redondo Beach. He scrounged around and finally found a copy in one of their branches and sent a copy to us. The Special Libraries are really a good group to get to know.

AL MAUPIN: One thing I think we should point out--we are also heavy borrowers, so we have to be able to reciprocate. It is necessary for us to cooperate.

SID COX: You have all heard of the urge to merge. As a matter of fact, our company was acquired by Banger Punta Corporation of New York City about a year and a half ago through acquisition of much of our stock. We are quite interested ourselves in mergers and are being encouraged by our parent corporation to seek companies which would be synergistic to our own operations, so I am interested in merger techniques. We've been looking at these. Do you know of any recent material on this subject and do you know of any universities that might conduct seminars or training sessions on this sort of thing?

BENTON SCHEIDE: I believe the Business Periodicals Index would be one of the best sources to start with for recent journal articles on this subject. I also believe the Wall Street Journal is a good source of announcements of seminars. It could be checked by the reference librarian, as I am sure that subjects such as these, handled by the universities, would be announced there.

SID COX: All right. I'd like to talk to Al Maupin now about books and pamphlets. As a matter of fact, there is a specific one called "Cash Flow--A Money Map to Farm Profits" and I think it was the Continental Bank of Illinois or the Illinois Bank of Chicago that issued this. Can you help me find that?

AL MAUPIN: Yes. You don't know it, but I happen to know their librarian.

ED PLUMMER: This is an actual question received at Fresno County Library.

AL MAUPIN: I had not seen it before this morning! I'd just call the librarian and ask him for it. We were saying earlier this morning and yesterday evening that it is amazing what you can do with the telephone if you have more or less unlimited access to it. Telephone, plus friends in the profession elsewhere is obviously an even greater advantage. It would depend, in my case, upon how quickly you said you needed the material. They would check for me and then call me back and say either we'll mail it to you or it's no longer available. I would also attempt to locate it in the public library and the university library nearby, as an interim step. Ordinarily, in a case like this, we would try to get the material and keep it for our collection.

SID COX: We're also looking for an article which appeared in Industrial and Chemical Engineering in relation to the hydrogenation of cottonseed oil. I don't know the date but I believe it appeared within the last three years. Does that help?

AL MAUPIN: Yes, except that I don't believe you. Generally, the time span is in error. From here we'd go to the Chemical Abstracts or Biological Abstracts and look through the decennial indexes and, in due time, more current ones. It says here that this one can be found in Chemical Abstracts which is what my first thought would have been. The thing that leaves me a little worried is the fact--if I may extemporize a little here--is that in all these questions, we are led to sources, but the fact that you found it in Chemical Abstracts has not found you the article. We've just sort of started at this point, and if you have access to the very large research libraries like UCLA or the Los Angeles Public, you would probably be able to get the article the same day. If not, it seems to me the problem really starts at this point and you should tell me how soon you need the material. It makes a difference as to what I am going to do if you tell me you need it this afternoon or if you don't need it until next week, or if it is something which won't be needed until next month. If you need it today and I can't find it in either of these places, then I have obviously got a problem. If it can possibly wait two or three days we can possibly get a copy airmailed by phoning somebody and sending a follow-up request. Actually, there are a large number of libraries which will do this. I don't think they want to do it on a regular basis but if you call up and tell them your sad story and say we have an interlibrary loan request in the mail or a photocopy request in the mail but could you send it immediately, most of them will. This is not true of the university libraries or of the very large libraries and their reasons for not doing so are sound, but if you find a special library which has the material, most of them will because they have been in the same position many times and understand your despair and so on. Here agian, I think access to telephone or TWX is useful. I do want to emphasize that, because you have found it in an index it does not mean the solution of the problem, because you haven't solved it until you have the material in your hands.

ED PLUMMER: This brings up another good point, too, that what the patron wants is the information, not the book it is in. I think we sometimes have to tear ourselves away from the idea of being literature-oriented and become information-oriented--to get the information regardless of its form. Sometimes you are going to be in a position in which the only form in which you get the information is from a conversation with someone. There is a terrific amount of information being issued--I was reading just the other day that someone estimated that a fast reader would take 400 years, reading eight hours a day, to read all the information published during the year 1967. There is a lot of information that is never published and I think librarians are more and more going to be called upon to develop this information, so we must switch away from being literature-oriented and just try to get the information regardless of the form in which it comes to us, because that is what the patron is seeking--the information. He doesn't care how it comes--journal article, book form or whatever, as long as he can get the information.

JOSEPHINE WHITNEY: May I ask a question?

ED PLUMMER: Certainly.

JOSEPHINE WHITNEY: I'm in a technical library and we have people come in seeking information. Our library isn't very old nor large yet. Just by knowing to whom in the company we can direct them to in order to get the information is a help. We have experts in all different areas and we know who the experts are, so we send the patrons to them and they get the information very readily that way.

AL MAUPIN: I'd like to speak on that point, too. I think that even public libraries have an advantage they seldom use and that is that, much more than special libraries, they have an opportunity to know, in the community at large, who knows what or what companies are in the area. It doesn't matter if the company has a library or not, if there is someone in the company who has information. The problem is finding someone who can direct you to that person. This is how you build up your information. I have a friend at the John Crerar Library in Chicago, which I always thought the most complete in its field. The philosophy at Crerar is similar to ours--you call two or three people and eventually you hit one who either knows the answer or knows somebody else you can call who does know. If you keep a list of such names it is extremely useful. I'd also like to mention trade associations. Most of you have at least the Encyclopedia of Associations or know about it. These associations are tremendous clearing houses of unpublished information--statistics and other lists and pieces of information your patron can frequently use. As a matter of fact, I had occasion to call one yesterday. We are doing some consulting for a hotel developer and a question came up as to the square footage to allow for various types of convention facilities. We went through every book of architectural standards, called the American Institute of Architecture locally and they didn't know. Finally we called the Hotel Managers Association and, sure enough, they said "We don't have this in published form but we do have a rule of thumb which is used by the hotel chain operators in their construction calculations." This was the answer we were looking for. It isn't anything you can document very well but it gave us a ball-park figure which is more than we had before.

MARIE BOERUM: I think it is interesting that when you phone someone and say, "I'm so-and-so from Fresno County Library and I need assistance on such and such", they never seem to be surprised. They seem to go out of their way to help the library find information and I think that is one reason why we can act as a go-between. You don't need to hesitate to pick up the phone because they always go out of their way to help.

ED PLUMMER: That brings up another thing which we passed over in the question regarding the publication "Cash Flow". One of the local bankers was trying to obtain this and I was told he had written to the bank in Chicago and had not been able to get a copy. I wrote a letter and they were very gracious in their reply, along with sending a copy. The library can serve as an intermediary between the patron and the source and perhaps get things done which the patron has not been able to do on his own. A lot of times, also, you may have a patron who is trying to get some information and he'd be just as happy if the source didn't know who was asking the question. Here, the public library can help out.

SID COX: I can testify to that by saying that just recently we needed some information. We wanted a survey as to the best potential use of some land that we own. It is farm land but it is marginal land. We were interested in having an independent survey made and we did not want to directly contact the known people in the field who do this, because immediately you get a big sales pitch and you're not sure if all of what they tell you is factual information as to what they are prepared to do. If they deal with a library, they seem compelled to give out only factual information as to what they are adequately prepared to do. Through Mr. Plummer's efforts we did make a contact and I am happy to say that, through the information derived therefrom, we had contacted a representative of an agricultural service who will make a survey for us within the next two weeks. So you can see why we are behind this program. I think maybe the reason you haven't gotten more questions is that people just don't know about it. And that fault is not necessarily yours; it's just that industry is slow to cater to new sources of information, I think. They are defensive, perhaps. But I think as word gets around this will change. I know if anyone gives me an opening he'll hear about this project. We're sold on it. But, on to the next question....we're trying to determine the amount--the tonnage--of liquid fertilizers used on California cotton crops. I'd like this broken down by county, if possible.

AL MAUPIN: I must admit that the answer given here would not have been my first inclination. But then I don't know if my method would have worked or not. I think that I probably would have, as this is an entirely new field for me, I'd probably have started with the *McGraw Hill Encyclopedia of Applied Sciences* in order first to find out something about fertilizers and then begin looking in statistical sources or one of the handy guides for librarians as to where to find the number and I would probably come up with the same answer from that, or from one of the S. L. A. guides to chemical and commodity sources. And presumably they would all list the *Census of Agriculture* which, this says, has the answer. It would have taken me a long time, I have to admit, because I would have had to start at the very beginning.

ED PLUMMER: The only reason it didn't take me a long time is that Marie clued me in. But that is a good comment because an excellent starting point, if you don't know the subject, is with some sort of specialized encyclopedia so that at least you'll have some idea of what you are looking for.

BENTON SCHEIDE: I think that if this were directed to the college and we went through all you went through and didn't find the answer, we would still have our faculty to fall back upon. Presumably some of them would have some contact with agriculture and we could turn to them for help.

SID COX: All right. We'll now move along to Marie Boerum. About 30 years ago, it is my understanding that the State of Ohio experimented with a sort of rubber material in highway surfacing. Can you tell me anything about that?

MARIE BOERUM: This is an actual question--and we included it for a particular reason. I think Al has pointed out that he questioned the three year time span for the periodical article. This question came from a patron who decided he would like to do something about solid waste. And the one solid waste most difficult to get rid of is tires. The patron said he had read an article a number of years ago which stated that in Ohio they had taken rubber and used it in a paving mixture. He wanted to find a use for old tires to get rid of them and to make some contribution to the community as well. I did check the index for 30 years ago and found a number of articles on the subject. The more I checked, the more I thought "Well, this is not really what he wants at all. He's not interested in 30 years ago--he's interested in what is being done now". So I then compiled a list of current material. I called him and told him I'd found quite a bit of current material which could be obtained from State Library or UCLA. He said this was fine. The STSA librarian at UCLA found some additional material. (When we send for material to the State Library or UCLA we tell them what indexes we have already used and also give them the question as they have many indexes we do not have.) The librarian at UCLA was able to send us some very "to the point" material which we had no way of tracing here. It doesn't pay to just ask for a specific article. You should also indicate in as much detail as possible just what the problem is.

SID COX: You are aware that there are increasing restrictions upon the application of insecticides on farm crops because of drift and the residue from the application. Thus we are particularly interested, in the cotton industry, in the use of systemics applied to the soil and absorbed by the plant to the disadvantage of the bugs. Would you prepare a bibliography of all the articles written in the use of systemic insecticides on cotton in, say, the past three years?

MARIE BOERUM: We would start first in the Bibliography of Agriculture and Biological and Agricultural Index. Then I would think for something of this immediacy we would want also to contact the University of California at Davis since they would probably have experts in this field.

SID COX: Good. I needed this yesterday. How soon can I get it?

MARIE BOERUM: Of course, as to what we could do locally, a short bibliography could be worked up in an hour. As to the University of California at Davis, we could phone or TWX them but I can't say how soon the reply would come.

SID COX: All right. It is my understanding there is a process known as the McCracken Process which deals with rubber pipe. Can you tell me anything about that?

MARIE BOERUM: This one was planted to illustrate, as Al brought out, that often you get your information by telephone. The trade mark books and the books on concrete didn't mention this process.

SID COX: No--I said rubber.

MARIE BOERUM: But this is --

ED PLUMMER: He threw you a curve and you struck out.

MARIE BOERUM: Is there a McCracken process for rubber?

SID COX: I never heard of a McCracken Process, all I know is, it says here, it involves concrete pipe and I thought I'd have some fun!

MARIE BOERUM: Well, that really did confuse me. I think if the question came in that way, we'd have to go back and ask you a lot more questions to find out just what you did want.

SID COX: To see if it applied to more than just concrete.

MARIE BOERUM: I mean if you'd said rubber.

SID COX: Oh, I see.

MARIE BOERUM: Because, from that point of view, we wouldn't be able to track it down. I would have to ask you a lot of questions to find out what you know about the process and if you were asking, I assume you would know if it were concrete or not.

SID COX: Well, we're back where we started from because I don't know anything about it.

MARIE BOERUM: Actually, it is a particular way of making concrete pipe. What the patron really wanted was where he could buy concrete pipe made by this process. It ended up by my calling a concrete pipe plant in Clovis. The manager was out and his assistant didn't know. I called back the next morning and the manager told me there was a plant in Sanger using a similar process, although not strictly McCracken.

The closest plant using the McCracken process is in Stockton. I notified our patron and he said he would contact the plant in Sanger.

MARIE BOERUM: This is a good example of somebody who really cooperated and had information I couldn't locate.

SID COX: I'll direct this to anyone who wants to tackle it. Our firm had a private plane which we sold as it was not economically feasible. We are now interested in a particular kind of twin engine plane which might do the job. If we gave you some specifications for performance, could you come up with some source of reference as to what company could meet our specifications or if there is such a plane? Without our having to go through the sales pitches? I'm thinking now in light of our growth in the last couple of years since we sold the plane and also our new parent organization has indicated we might look into this matter.

AL MAUPIN: There is an organization of corporate pilots who are very helpful in matters like this and their judgment, I think, in matters like this is better than the company propaganda that you get. I think your best bet would be to contact the corporate pilots association because, if they don't have the information available, they know who runs the corporate aviation department in such and such a company, from companies like U. S. Steel which has something like twenty planes on down to the small company having just one. They can put you in touch with the men who can give you this information. As you can guess, I have had a similar question--one which related to corporate airport development and we simply couldn't get any information. Even the CAB and FAA had no data.

JOSEPHINE WHITNEY: There is a special issue of one of the aviation magazines which gives operating statistics of all models of planes manufactured in the United States.

SID COX: There is an over abundance of some oil seeds, such as soybeans and cotton-oil in the United States. We are looking for some new crops. Where might I find information as to what other oilseeds might be adaptable to the San Joaquin Valley? I'm thinking here of grapeseed, sesame, sunflower, etc.

MARIE BOERUM: I think this is a case where we would want to bring in the Farm and Home Administrator because they are the local experts in the field and I have always found them very cooperative. I think we would be spinning our wheels to try to do this with our resources. We would get the experts in the field, here and at the University of California at Davis, instead of trying to check our limited resources. You would actually need a man who is expert in soil condition, an expert on crops, and this is a case, I think, where the expert is needed rather than a librarian.

SID COX: Let's go a little further on this then. We wouldn't want to get anything which is in surplus. Can you find some information on production of all oil seeds?

MARIE BOERUM: You can check both the United Nations and the United States data on this. Also, the various producers associations could help.

AL MAUPIN: The commodity exhcanges, Chicago Board of Trade, etc. can also help. The Chicago Board of Trade publishes the Commodity Year Book, which I'm sure you are all familiar with, and a series of seminars help too. Frequently, they have unpublished data also. I want to emphasize a point here. We have said much about a number of indexes. It is no secret that these are all behind. The most up-to-date index--Reader's Guide--is unfortunately the least useful one in this area. The Business and Finance Division of S.L.A., about four years ago, was instrumental in changing the up-to-dateness of the Wilson Indexes. There is no substitute for looking at every publication as it comes in. If they go directly to the shelf, you will miss a great deal. An example is the lead story in Barrons this week, which has to do with mergers--a question which has come up this morning. This won't appear in an index for several months, yet anyone interested in mergers had better be up to date because of the present attitude of the regulating authorities and the climate in this area has changed. Often, by the time the items appear in the index the only interest is academic--it's too late for the patron. We look at things we like to read and miss that which we don't understand. If we are going to serve this type of patron, we had best change our ways.

SID COX: There is a proliferation of government agencies. How can I find out what they are, where they are and what they do?

MARIE BOERUM: The Organization Manual helps here. We write in, add to, paste in, and do all we can to keep these up to date.

AL MAUPIN: We keep a file of the societies and agencies which we had difficulty in locating, plus the name of the person contacted, purpose of the organization, etc. This is a real help. We also enter the name of all new governmental organizations, state and federal.

PHYLLIS DALTON: We are fortunate to have a man from industry here with us today. I wonder, Mr. Cox, if you have any ideas as to how libraries might go about making their services known to industry.

SID COX: I think direct contact with the industry itself--a letter to the chief executive--should be a help. I don't know why, but it was difficult for our people to accept the concept of something for nothing. Here was a public library, (of course tax supported)--a man willing to come out and sit down over a cup of coffee with half a dozen executives and spend some time explaining how he could help us. This was a novel idea. Perhaps you could interest a committee of business people to contact some of their colleagues. Send a few cards over the signature of the business men, telling of the services. I know I'd be willing to do this. You've made believers of us, from the general auditor down through the company. You have the information and the willingness. I think you should enlist industries' help to spread the news. This is typical of the way business men work together in charity drives, etc. and it seems to work. Industry is not oriented to the idea of the public library as an information source. I think if they knew the service was available and the quality and exactness of this information, they would be eager to use it.

MARIE BOERUM: You might be interested in knowing that our most successful contact with the business community has been the personal calls made by Ed Plummer. Ed, would you like to tell them how you go about it?

ED PLUMMER: It has been apparent to me, both in my past experience as a banker and now as a librarian, that you get a much better reception from the business man if you let him know ahead of time that you want to see him when he is free to see you. I have made a practice of contacting the public relations man by phone and asked if I can see him at his plant, informally, over a cup of coffee. When I've gotten my foot in the door, I suggest a return visit when, again informally, I might talk with the people--department heads whom the public relations man feels would be interested. This generally results in my having personal contact with half a dozen or so executives in the company and has proved to be quite successful, although it is obviously a slow process. In one case, we had prepared ahead of time a bibliography of materials in which we knew a company would be interested. This opened their eyes as to the materials readily available. It helps to have done some homework as to the type of material a particular industry might need. You must be able to present the man from industry with some ideas as to the type of information with which you will be able to provide him so that when a question comes up, he will have an idea whether or not you can help. You should know what the industry does--what its major interests are--so that when you go out you have some idea as to what you can offer. You can't go out and say "I'm from the public library. We'd like you to use our service." But you can't really pin down just what information the man from industry is going to need because, it seems to me, today the man doesn't need a specific bit of data and a week from today may be too late. Today he doesn't need it and tomorrow he becomes involved in a project and all of a sudden he needs the information. If he realizes there is a local service which can help him fine, but if you go out to him and say "What can I do for you"--that is not what he wants. He wants you to present him with some idea as to what you might be able to do for him, so that when a question does arise on which he needs assistance, he will realize that the public library might be able to help.

PHYLLIS DALTON: The question I have next is--Can the public library really help? Or the Special Library? Or the College? Or a combination? What is the expectation of success? Should we make campaign promises?

ED PLUMMER: You don't want to promise anything you can't deliver because the minute you say "I can get you information on any subject within 24 hours" and the first time he calls it takes you 24 hours to find out just exactly what it is he wants, you're shot down. It is better to say "We'll try to have this for you within a week". Then if you have it in two days, he is pleasantly surprised. But if this happens, it is well to caution that you will not always be able to be so prompt. The next time, if it takes you ten days, he won't be too unhappy.

AL MAUPIN: A special library is in a little different position. The question of cost-effectiveness is quite important. I was hesitant to use the phone once and was told that the project involved was worth $200,000 and the phone call $2.00. The point is obvious. The question is "What is industry willing to pay?" None of these things come free. You are paying, either through taxes in the case of public libraries, or through overhead in a corporate library. There have been attempts to have a fee service. If the public, and to a lesser extent colleges and university libraries, are not enabled to provide this service, someone else is going to come in and do it on a commercial basis. I'm not at all sure that they will do it as well as it could have been done by the libraries. I have seen some pretty poor examples of attempts at commercial "library" service. So my question is "What is it worth to you?"

SID COX: More companies are becoming more and more sophisticated. Companies, such as mine, five years ago did not have five year plans or even two year plans. We sort of went along a year at a time. I think with the complex governmental regulations and the need for planning and projections, companies are more in need of information that libraries can provide. If they fail to do this, industry will be forced to sources such as you suggest for the information they need to obtain. So I think what we are willing to pay for it is difficult to say. I think we are just on the ground floor now of business and industry turning to the public library. Perhaps that is what has brought about the beginning of this service to see if that use couldn't be stimulated.

MARIE BOERUM: Do you think that industry would be willing to work through a public library if there were a charge?

SID COX: In some cases I think it might cut down the number of requests but I can think of two requests made of FCL within the past year for which we would have been able to pay a considerable fee.

MARIE BOERUM: I was thinking from the point of paying for the extra cost of telephone calls--not staff time--just the out-of-pocket expenses.

ED PLUMMER: Most of the companies I have talked with indicated they would be willing to pay the out-of-pocket charges. Often it is less expensive to pay the library this charge than for the business to try to obtain the information on its own. If you consider that a 40 hour week for 50 weeks equals 2,000 hours, you see what I mean.

There are many business men earning $10.00 per hour and not too many librarians receiving more than $5.00 an hour. Certainly, it is more economically feasible for the libraries to do the leg work.

SID COX: I think you must be able to prove to the business man that you can deliver what he is asking before he will be willing to pay. He will need assurance of a return on the investment.

PHYLLIS DALTON: I think it is time now to let the audience have a time to ask the panel a few questions.

DISCUSSION

JOHN JEWELL, Fresno County Library: I know that the STSA project in Fresno provides for use of the facilities of UCLA but what in the long range are the plans for allowing the public libraries access to the state college and university libraries which must be available if we are to provide in-depth service to business and industry?

BENTON SCHEIDE: I think we should state first that the state academic libraries are primarily for the use of the students and faculty. We are not staffed above our primary needs.

JOHN JEWELL: What provision could be made for staffing to be provided by the public library, such as the STSA librarians at UCLA and State Library. This is going to take some state funding. It has to be on a state level not just an informal friendship exchange.

PHYLLIS DALTON: This is the sort of thing that Dean Swank describes in his report on Interlibrary Cooperation. Of course, that is what the Library Service and Construction Act Title III funds are provided for--to demonstrate the fact that this can be done. It is being done, to some extent, in the Black-Gold Cooperative Library System where the University of California at Santa Barbara, is joining with the Black-Gold System. There are not yet state funds allocated. The California Library Association and the State Library are trying to work out plans for the total library service. Eventually, there will be research libraries funded from the state level so that all the materials will be available.

AL MAUPIN: Would there be in such a plan in California, any relaxing of the interlibrary loan restrictions on special libraries with the University of California? It is difficult for me to justify to management the fact that I have to send to the University of Illinois Library to borrow material available locally. This does nothing to encourage business and industry to turn to the library profession.

MARY JANE SCHMELZLE, U.C.L.A.: I am a State Library employee working on the STSA project at UCLA and am not able to speak for the university, but I think in connection with the question you are asking as to how this type of service might become available to public libraries is the sort of demonstration we are carrying out and you might be interested in the way we do this now as we experiment with it. One of the things that will result will be a cost analysis to see if such a project is going to be feasible at all. There are two of us on the project at UCLA with all the facilities of the university libraries available to us. We have so far been handling all our loans between Fresno and the project office rather than through interlibrary loan service, which we think makes it faster. It would have to be determined if it would be feasible to do this with a large volume loan operation. We receive requests from Fresno for circulating material. Photocopies are made of journal articles and other material which doesn't circulate and we send it to Fresno. On an experimental basis we are by-passing the interlibrary loan department and thus no UCLA library personnel are involved. This, of course, relates to public libraries. We should point out the fact that it is possible for persons living in the Los Angeles area to go to UCLA and select material and arrange for photocopying in the library. I don't know to what extent our project would open the door for special libraries to have access in the same way on a local basis.

PHYLLIS DALTON: I think we must remember that this is all evolutionary, not revolutionary. The State Library has set up an advisory committee representing all types of libraries. Mel Voigt of the University of California is representing university libraries and Helen Waldron of the RAND Corporation is representing special libraries. We recently spent a day and a half discussing this problem. There is hope that something can be evolved. It will take outside funding because you all have responsibility to your own clientele.

MARIE BOERUM: Mr. Cox, do you have any ideas how industry can help us to make it possible for the setup to be implemented for all the libraries of the state to have access to the huge research libraries at Berkeley, UCLA etc.

SID COX: I'm not sure that I understand exactly what part we could play in this at all.

MARIE BOERUM: Could you play any part in convincing the Assembly and the Senate?

SID COX: I think it would take considerably more than any one company could do. I think it might best be accomplished through industry associations.

AL MAUPIN: Some of you may be familiar with the service of the John Crerar Library in Chicago. About five years ago they established a fee service ($125.00 per year) for interlibrary loan service. I am not aware of any complaints about this fee. They will do simple literature searches and no charges are made for postage or copying when material is copied in place of being loaned.

ALICE HANNA, Kings County Library: What is the possibility of public library service to industry eliminating the need for special libraries?

AL MAUPIN: The Business and Industry and the Science and Technology Sections of the Los Angeles Public Library could be classified as publicly supported special libraries. Having worked at Los Angeles Public, I can say that 25% of the business of these two sections is from special libraries. I don't think public library service will eliminate the need for special libraries but it certainly can augment what the special libraries can do.

TOM BROOKS, Fresno County Library: In relation to bhe question of utilizing whatever source of information you can, and not necessarily published data, but perhaps talking to someone over the phone and jotting this down to relay to your patron, do you have a question as to the reliability of the information and do you give your source?

MARIE BOERUM: In such a case you should always state your source and often the patron may wish to contact the source directly for further information.

AL MAUPIN: My faith in published sources was shaken the other day when I found an error in simple addition in Statistical Abstract. Beware of any data.

PHYLLIS DALTON: Thank you all very very much. It is time now to break for lunch.

AFTERNOON SESSION

PHYLLIS DALTON: The State Technical Services Act was enacted by the 89th Congress in 1965 for the purpose of encouraging economic growth by stimulating and supporting state programs which might quicken the application and the findings of science. The Act states in Section One, that "Congress finds that wider diffusion and more effective application of science and technology in business, commerce and industry are essential to the growth of the economy, to higher levels of employment and to enhance the competitive position of the United States products in world markets. The Congress further finds that the several states, through cooperation with universities, communities and industries, can contribute significantly to these purposes by providing technical service designed to encourage a more effective application of science and technology to both new and established business, commercial and industrial establishments". The aim of STSA or STS as it is called, is to bring the results of research to the user as rapidly as is possible by the dissemination of technical information, by referral to technical expertise and by workshops, seminars, personal visits and other means of communication. There was a great deal of high level testimony given when the State Technical Services Act was before Congress.

One of the people, in his testimony in relation to the Act, said "Some industries are unable to adapt to new technology. Some companies within prosperous industries do not take advantage of the latest technology available. Our large expenditure for defense and space exploration, while justified for their direct ends, are limited in the extent to which they contribute to the productivity of the rest of our economy. The reason for the companies that are economically most successful and the companies and industries that have thrived is not that they discovered new technology in their laboratories. Their success is due to putting new or advanced technology to work. This legislation would help to increase the industrial strength of the entire country, including those areas which are economically weak; stimulate an increase in technological manpower and employment opportunity; enhance our competitive position in the world market and stimulate the creation of new business in industry".

Another one said, "Technical information is now at flood stage and the need for it in industry has never been greater. However, the channels by which the information and the problems can meet have become inadequate". President Johnson said when he signed the bill, "The test of our generation will not be the accumulation of knowledge. In that we have surpassed all ages of man combined. Our test will be how will we apply that knowledge for the benefit of all mankind. This bill will do for the American business man what the great Agricultural Extension Service has done for the American farmer". It is called the State Technical Services Act because the money is given to the states (not given, but applied for).

The U. S. Department of Commerce is the agency which administers the Act. Mr. Schueurman, who is with the Business and Transporation agency of the State of California, administers the program at the California state level. When the money was first made available, the University of California was designated by Governor Brown as the administrative agency. Recently, Governor Reagan designated the Business and Transportation Agency as the administrator. The STSA in California is administered by the Business and Transportation Agency and consists of various projects conducted by qualified institutions throughout the state. Typical projects include the development of technical information service centers, which is the project Fresno, UCLA and the State Library are connected with; workshops and seminars, advanced technology suitable for industry and film and video tape services on research development and innovation.

The Agency is assisted by an advisory council, statewide, composed of men in business and industry, which reviews and approves or disapproves all proposals for contracts prior to their submission to the Governor and the U. S. Department of Commerce. When approved by the Secretary of Commerce, projects in the California annual STSA Program are eligible on a dollar-for-dollar matching basis, for federal funds. We have received funds for Phase I, which resulted in the Bonn Report, available from the State Library. The second part of the project, Phase II, is the one we have here in Fresno and at UCLA, which is a pilot project demonstrating a technical information center. Phase III, is an extension of that project and we don't have Phase IV as yet. We've just applied for Phase III. The proposal went over last week to Mr. Schueurman, which would extend the service to another part of the State and would provide for a panel of experts should we receive those funds. We should hear by May 22nd if the proposal has been approved. Copies of the proposal are sent to the Advisory Council members. This Council will meet to discuss the proposal. If the Council approves, it then goes to the Governor. If he approves, then goes to the Department of Commerce and upon their approval we receive funds beginning July 1st. In the meantime, we have sent in a report on Phase II. A letter from Mr. Schueurman, dated March 11, 1969, says, "Thank you very much for your March 4th transmittal with the report on the pilot project in the development of the State Library technical information center". Then he says, "The Fresno Facts and Trends article will be especially helpful for an advisory council's evaluation". This is an article by Ed Plummer, in the Fresno Chamber of Commerce publication, on the State Technical Services Act. I point this out because it shows what good publicity does. The thing which is so good and the thing the State Technical Services Act needs, is feedback--this is what we did and this is what resulted. The concern is, "what did the person do with the information you provided?"

At the first meeting in California, to which all eligible agencies were invited, it seemed to us that libraries should be involved, so the State Library made a presentation and at that time we were the only library to receive any material benefit and that is why we were so pleased that when we came to Fresno, Fresno Library was able to pick up the program and carry it on. We are hopeful that it has proved that public libraries can be sources of information for industry.

REPORTS FROM DISCUSSION GROUPS

1. "Role of the Reference Librarian and Information Specialist"

FLORENCE O'BRIEN, Kern County: I think we all agree that the role of the reference librarian--the ordinary common reference librarian--is not going to be superceded by a specialist. At least not right now, and we hope never, because we feel both are needed. Most libraries do not have librarians who are specialists in each subject but they should have sources to go to. Some of the points we covered in our group are: We cannot make sharp distiction in small libraries between the two because small libraries will not have the sources of an information specialist available and this might only be applicable in large populated areas with a large library system. I would like to read what is expected of a reference librarian or an information specialist: "In literature searching, retrieval of documents is not the same thing as retrieval of information. A technical specialist really needs the information contained in the published literature, not the published literature itself. To retrieve information as contrasted to documents, the technical community has devised a specialized data information center so that this type of research will not be expected of a small library". In places like the San Joaquin Valley, people in agribusiness seem to be able to get their information from state and county agricultural extension agents. They are not generally using the smaller public libraries. The small libraries have not had the money to purchase the extensive business reference books that would be needed. We must not forget that the public library does not have a responsibility to one segment of the community, such as business, or agriculture or what have you. They do have a responsibility to all of the general public, not to any specialized area of that public. More formal cooperation is needed between public, college, university and special libraries. There seems to be some effort made in this area. The Martin report was brought in about the proposed network throughout the whole State of California.

The final comment is that all libraries, regardless of how specialized, have to have a balance of the two--they need a reference librarian as well as an information specialist. We also decided that the public library, instead of being just a browsing room or a study hall for students, must do something to keep from going back to that level and it was felt we would have to bring in business. You may have to go out and bring the business in to the library. Don't go overboard though. Finally, we feel there must be a good balance between general reference and information specialization.

2. "Is This Our Goal Today?"

JOHN JEWELL: The topic of this discussion centered around the statement by Anita R. Schiller in "Reference Service: instruction or information", (LQ, January 1965), where she states "The common goal of reference work is actively to anticipate informational needs and to respond to requests for information by providing direct answers to questions and by identifying and supplying, regardless of their form or location, those sources most suited to the user's requirements".

In the beginning, we felt it was best to establish some definition of goals for reference work. Mrs. Boerum began by going to an industrial definition of goals because we were considering library service to business and industry. This definition is from Charles L. Hughes in Goal Setting, which Mrs. Boerum mentioned this morning. "A goal is an end result, not just a task or function to be performed. It is a place in space and time that describes the condition we want to achieve. It is tangible, measurable and valuable. It is concrete and explicit. Long range goals help clarify our short range goals. Major goals determine minor goals and the present is determined by the future--not the past". Mr. Hughes goes on to expand this definition: "Too many companies think and plan in terms of present conditions. They assume, consciously or unconsciously, that they will continue to operate in the traditional way. Yet, an adequate job of goal setting must include a recognition of the need for not only continuity but growth." Well, as librarians, we were rather pleased that we could accept what was an industrial definition for goals because we felt too that we should be result-oriented and not function-oriented--that we should be more concerned about the information rather than the process of getting it. Also librarians, as anyone else, need to plan ahead to set goals even though these goals need to be modified as time passes. Our central topic of reference goals was considered as result-oriented action and as limited to industry and business.

It was mentioned in the statement by Anita Schiller that goals require the anticipation of informational needs. We discussed just exactly what is meant and what we need to do in anticipating these needs. First, we need to know what kind of businesses are in the community--not only the ones that are there at the time but the areas of industrial development and potential growth. And it was emphasized most strongly that it is potential service not actual questions coming into the library that should determine the building of the collection. Also, the librarian must anticipate the way material is going to come out; Mr. Maupin indicated that the Census Report coming out will be in quite a different form and will require a little bit more preparation on the part of the librarian in order to be able to use it fully. In addition, the librarian needs to be aware of community developments through examination, possibly indexing of local business pages. Then, too, one needs to anticipate the size and character of the staff. At this point we came to the heart of the matter, the controversy that has been going on for a number of years: What is the purpose of the reference function? Is it instruction or providing direct answers in response to questions? As in the morning session, we concluded that there is definitely need for as much service as possible. One member of the group did raise the question whether this would constitute a deprivation for other patrons. Two other members answered in this way: Help for the local business man will stimulate the local economy and thus provide a larger tax base. Another one answered that the library already is providing services for other people--service for the elderly, for people with poor sight, for ethnic groups. If the question is repetitive day after day the patron will get to know the sources, so that this shouldn't constitute a major drain on a library. Despite all this controversy, We more or less came out in agreement that librarians should provide the direct information that the patron is requesting. We hedged slightly but did basically agree that there are certain areas, particularly in science and technology, that some librarians might not feel qualified to provide the material in a direct answer. The group also agreed in identifying and supplying the sources, regardless of their form or location, that are most suited to the user's requirements.

The way of carrying out these goals required some examining--for example the question was asked, "Do we abstract or summarize literature?" We thought that this was an impossible assignment for the public library. Then, "Is it possible for the public library to maintain current interest profiles?" Fresno County Public Library has not stressed this part as part of its STSA project. However, it is quite possible in the future, particularly with automation, for selective dissemination of information programs. Of course, for any large scale effort we felt that, with the need for tapes of indexed information, the expense would be so great that it would have to be a cooperative affair, not limited just to one local library. It was stated that we need more emphasis on capability and less on machinery, as such, concerning current Crerar profile programs. Then, "Do public libraries provide translations?" This brought about a rather flat "no"; however, there is the National Translations Center at the John Crerar Library in Chicago which should be checked, even by public libraries in trying to locate information for the patrons. They have no charge there except for providing the copy itself, if they do have a copy available. If the translation center does not have a translation, then the patron should be referred to a commercial translator. The statement was made that local interpreters, while they may know the language, would not know the specific details and language of the technical field that might be required. Two other points that were covered very quickly were: 1. Clearing Houses--which provide fairly fast service, particularly with microfiche which cost only 65 cents a copy. It was mentioned that a problem still remains because some reports written in final form are not turned in to be processed--maybe a '65 will come out now because of the delay in the writer in turning it in, not in the simple processing. 2. Use of the collection by students. We came to the conclusion that students should be encouraged to use the technical collection because they are more likely to return as adults if they know the library has material on the subject. It is at this time when they are being required to use the library and facilities that they will come to know what it has to offer; if they don't feel it has anything then, they are not likely to return.

PHYLLIS DALTON: Thank you very much. I think that could be the subject of another workshop. We'll move on to Publicity and Public Relations--Ed Plummer's Group.

3. "Publicity and Public Relations"

ED PLUMMER: We felt that one area in which some public libraries are weak is their public relations with students. Here we have a group using the library extensively until graduation and then never return to the library. Is part of the reason for this the fact that librarians have failed to sell their services and have the feeling that the students are imposing upon them? This may be something to think about.

We were trying to get ideas as to how to bring industry into the library and our first two words at the beginning were "personal contacts". It seems to revolve around that. It seems that none of us in the group has had good results in trying to get business men to come to the library in groups. They just don't seem to do that. During the day they are too busy and in the evening they have other things on their mind. It seems to boil down to contacting them on their own ground. We discussed the possible results if you advertise your service too highly and then aren't able to carry through. We discussed speaking to business men on his own grounds during the business day. We also got into the aspect that there is possibly as much business done between business men away from the office as there is at the office itself. One of the librarians who has considerably more energy than I have plays ball and has been able to develop a rapport with some business men that way. I recommend this very highly to all you younger librarians. At my age it's better to play golf. The idea of annotated bibliographies was recommended. Miss Cobeen of San Joaquin Valley Information Service said that when the information service was starting out this proved to be quite successful. We were in agreement that the bibliographies must be annotated. The business man has no use for a list of titles. We have one exception to that however. One of the libraries sends out Xeroxed copies of tables of contents of certain periodicals to selected patrons. The feeling here is that you don't need to annotate the table of contents because the patron is familiar with the publication from which it is taken and knows that these articles are going to be in his general field. We spoke of the responsibility for public relations and were unanimous in the feeling that the entire library staff, professional and non-professional alike, is responsible for library public relations. At this point we brought up the subject of working with students. Too often the tendency is to restrict many materials to so-called serious research, whatever that may be. Often the only patron of the library who really needs this material is a high school student. Of what value is it for a library to purchase material and then prevent its use by those who need it? Of course, one must use judgment here, but I would rather err on the side of leniency. It is important that we know something about the business if we are going out to call on a business man. In many cases, all you need do is look the subject up in an encyclopedia. But don't try to impress the business man with your knowledge. As to advertising, we were not too enthusiastic about newspaper publicity. Many, if not most, business men read the paper within a certain frameof reference and anything not falling into the frame of reference is skipped over or not even noticed.

Now, let's talk about the importance of women in this field--a lot of business men are influenced tremendously by the two women in their lives--their secretaries and their wives. Women can contact other women very cleverly by contacts in women's groups, particularly the wives of business men who are in that group and then you can get a little word in about the possibility that the library might help. The business man comes home from work the next day and he has a problem and the wife can say "Well, haven't you tried the public library?" Another thing, there is the secretary who calls the library to find out how to spell a word and if you can find out what she needs that word for--get her to give you the context in which this word is used--certainly it gives you a chance to say, "By the way, did you know we provide a service to enable you to help develop pertinent material?" It is amazing how many secretaries didn't realize that until we mention it to them and then they start hounding you for information. We talked about the need for contacting business--as public libraries, a lot of librarians hadn't felt the business area was an area that needed to be contacted but let's not fall by the wayside. I was thinking we are all tax supported institutions and this is becoming a problem in almost any community and if business is not sold on the value of the public library, every time the consideration of the budget comes around we are going to have business men wanting to know why the libraries should get so much money. So let's get out and have some personal contact with the business men and see if we can't swing them around to our way of thinking.

PHYLLIS DALTON: That's practical politics as well as good public relations. Group IV is Information Analysis Centers and we have Mary Jane Schmelzle.

4. "Information Analysis Centers"

MARY JANE SCHMELZLE: With reference to Mr. Plummer's suggestion that

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we should all get out and play ball in order to contact as many people as we can, I want to reinforce the value of this by something that happened at our library, UCLA. Not too long ago, while I was slaving away over one of the card files, I heard a gentleman say to another, "I thought I saw you jogging in the park at Santa Monica the other morning--I didn't think you were that athletic". And the other gentleman said "Well, you know, so many of the people that I have wanted to meet in the last few months for business reasons, I have found to be out jogging!" Now, we are talking about federally supported information analysis centers. In our group, we found we were not too familiar with the information analysis centers but most of us in the group were connected with public libraries and, therefore, perhaps could be excused for not being as informed as some of the other Special Librarians are. That gave me the opportunity to be able to say, "Well it just so happens that I have here with me the latest catalog of federally supported information analysis centers and this is a publication available from the Clearing House of Federal Scientific and Technical information issued in April of 1968 and I'm prepared to tell you after having trudged through all of the reports at UCLA library stacks, I'm sure it is the very latest one and it is the first time there has been a new one in quite some time."

Our group is of the opinion that it is really worth being familiar with and having available to consult when you have a question pertaining to specialized areas of knowledge. We often don't think of many information sources as being information analysis centers--such as the service that is available from the Census Bureau on referral or request basis from their data bank of published material. Some of these have been in existence for maybe a hundred years and some of them were started yesterday. This directory does give us a good source of information about these centers and I feel sure there are those of you in the group who would like to look at it as it describes how the information center is supported, what the scope of its subject is and who is qualified to use it. Some are free and some charge a fee--it varies a great deal. But the contrast that is being made between the libraries and the information analysis centers is really, I think, in the word analysis. We talked, in our group, about the degree to which the librarian analyzes material that is being requested or being assembled for a user and the literature that I have seen, and I did some homework on these information analysis centers, shows that there is what they call an inter-face at the information center between the patron and technician, scientist or engineer and the technical specialist who is not a specialist of information but a specialist in the technology with which they are concerned. The technical specialists like to describe themselves as producers of new material because they take old material and cut it all up, exclude the irrelevant parts and put it back together in a package that they presume is going to be more pertinent and serve more directly the purposes of their patron than if they gave the patron a handful of call slips and said, "These are the things that are on the subject in our library." So they distinguish themselves in this way but when we talked about it in our group, we decided that in many library situations the librarian must serve as a specialist to the degree that they are qualified within certain special subject areas where they have some specialization, like a documents librarian who certainly is a specialist in the many fields that documents cover and other specailties that may be appropriate for a region to have developed. When the limits of the library resources and those of its affiliates in the regions to which it may expand its request for service have been exhausted, or the point of questioning can be refined to the degree that we understand that what is needed is so specialized that it would be available only in a center of this sort, then it is appropriate to refer the patron to that center. We also talked about whether the library should make the approach to the center or whether the patron should be encouraged to contact it directly and I think that we felt there are many cases in which the librarian could best serve the patron by contacting the referral center. On the other hand, it is true that many of the analysis centers confine themselves to a direct contact; the specialist at the information analysis center wants to speak only to the person who is going to use the material so that they have an inter-change, which is important for them both. It is important to know that these centers exist. If it is necessary to say that the library cannot perform this service but you know where it can be done, then the patron realizes he is not being brushed aside. We think that the nature of information is changing so much that the ways in which information is provided, by librarians and others, and the ways in which information is used may result in a redefinition of the role of the library. There are over one hundred information centers listed and we feel the role of the public library will actually be expanded as more and more requests flow from the public libraries to the information centers. In the end, we do need to view these centers as new resources for the library and its users and to inform ourselves about the access to them so that they may be useful to our patrons.

PHYLLIS DALTON: Our last group is Interviewing the Patron, Mary Schell.

5. "Interviewing the Patron."

MARY SCHELL: We talked about some of the problems and techniques of interviewing the patron. One example is the patron who is rather vague in his request and who seems to resent being questioned. It was suggested that you have to treat this as a general request and perhaps get some broad references and then ask him if this is satisfactory. It is very important to establish a friendly, helpful attitude in finding out exactly what the enquirer wants because it is most important to find out what the real question is. If you can find out how he is going to use the information--something about his own background--then you might be able to judge what the level of the technical difficulty is so that we may be able to cope with it. The librarian should not be unwilling to admit that he is not familiar with the subject if such is the case. He can then ask the enquirer to share his information. It is important that the librarian have a positive approach to encourage the enquirer that something is surely around that will help him and if it is not in the local library that the request can be passed on to another source. The enquirer may have some suggestions to make as to what sources would be available if the librarian is not sure. You should find out how soon the information is needed because it is possible that, if your library does not have the needed information, the patron may wish to contact other sources directly in order to save time.

SUMMARY AND CONCLUSION

PHYLLIS DALTON: This concludes the reports on the workshop and my assignment at the end is to sum it up. You just heard what the people said but I think there are certain subjects that we really had talked about--public relations kind of thing, even before we got to the list of topics here and we were saying that industry has not asked many questions of the library. I think that this is practically universal and, as we pointed out today, I think it was flatly stated that the business man thinks the library does not have much for him. That is where the public relations certainly comes in. We had some excellent concrete examples of good public relations from one of the groups. Communications comes through loud and strong all the way through. It is sometimes a problem because a man from industry asks for one thing and he really wants something else or perhaps it is because the librarian does not hear what the man of industry is saying. For example with Mr. Cox today, some of the words he used I did not understand. I wanted to take them down and take them home and look them up. The usual and traditional approaches of securing information often cannot be used. As was pointed out, sometimes you go outside of normal channels-- I would say in most cases for the industrial questions you have to go outside the normal channels to get the question answered. And we all know that the card catalog is vital and you have to have your information organized or you aren't going to find anything but you can't depend on the card catalog nor on the indexes nor on the traditional learning. It also was pointed out that you must browse through your collections; you must look at the books themselves; you must examine material when it comes in. In other words, to me the word that comes through all the time is "awareness". You must be aware. And you have to be more aware than most librarians. Another word that comes through is "interdependent"--no library, or group of libraries, can do it alone. I don't care whether it is state colleges or universities or where it is--you can't go it alone. Libraries need to depend on each other. Indexes, as it was pointed out today, are too expensive. Chemical Abstracts and so many others are too expensive to be purchased by some libraries. I don't know how many times the State Library decided not to purchase it because the price went up but we have to have it. Most libraries can't afford to purchase it so we must be interdependent. Academic libraries, public libraries and special libraries are interdependent.

On public information, I think this is one of those things that we don't realize a great deal of the time, that we are not literature-oriented anymore but we must get the information and that is all important. What is most important, in addition to your collection, is the people--and these are the librarians, you people here. The librarians need to communicate with industry, and they need to communicate, as was pointed out very firmly, through an advisory committee of industrial people and you need to personalize the benefits of library for industry. We can see some of this at the State Library very emphatically because this has been true with members of the Legislature. It is not that they are different but they are very busy people and so are the industrial people. Librarians and men from industry need to understand each other better because I don't think people from industry really know librarians and I'm sure we don't know the people from industry. Industry needs to know how librarians can produce--not exactly the methods but that they can produce. It is not easy to interview people when you don't know the subject and they are not explicit in telling you what they want so you need to know the techniques for interviewing. How can librarians best communicate with industry and the men and women from industry? How can you get an answer quickly? Now we talked about sometimes within a month, two weeks but what about within two minutes, five minutes, ten minutes or two hours. Is it possible to do it and how do you ascertain whether it is absolutely necessary? How do you assess the need to speed? You have to set priorities. If you are going to get industry coming in at the rate that we are talking about, you are going to have to set priorities. There are needs to meet two weeks from now and needs for right this minute and I would say there is no need for speed on every single one of them. You have to be realistic but you do need to assess the need for speed. How can you share techniques of speedy, accurate answering of questions? That is the thing that we were talking about at lunch. You have all heard many things of different ways people do things; for example, how can you prepare a bibliography rapidly? Is providing a bibliography enough? If not, how can you move rapidly from the bibliography or table of contents page to the material itself to get it to them? How can you get feed back? That is one question that I wanted to ask Mr. Cox today but there wasn't time. How can the patrons let us know whether the material did them any good?. When I talked to one man of the State Technical Services Act about this he said, "just pick up the telephone and ask him". Well, this may or may not be a good technique but I think the feed back is what we need.

How do you work in areas with which you have no familiarity? You can catch up on them I'm sure and make yourself a specialist and know the fields but the fields are varying so and coming to the fore so rapidly, how can you do it? What methods can we set up for exchanging information--formal or informal? These are some of the questions I think we need to solve in future workshops.

Before I came these are some of the thoughts I wrote down when I was thinking about the workshop today--the fact that in many subject fields there is a trend to international cooperation on information because, as you know, we are not just Fresno County, Sacramento County or California. It is probably interplanetary by now or it shortly will be. What is needed is not a librarian in the conventional sense of the word but rather an information transfer agency. The need is to provide the industrial community with direct and immediate access to the publications and information required in the day-to-day work. This is practical information that you are supplying industry. In the future libraries will be chosen for inclusion in reference centers. Those that will be chosen are likely to be those which demonstrate some affinity for innovation and some sensitivity for the needs of the industrial community, especially in the areas of science and technology. As a recent report stated, there is no use sowing seeds on an unfriendly soil and that is true with reference work. I think you can see one reason why Fresno was chosen as the center for State Technical Services Act is because Fresno County can be considered friendly soil in that when you plant a seed there it will grow. This is what has to be done for any of these programs and I'm sure this will be true of any of the reference centers where libraries are selected. The training of technical information specialists and the continuing education of librarians must be expanded if technology transfer is to take place. I think this has been demonstrated over and over today.

There is a problem in the library's recognition of its responsibilities to the industrial community and of the industrial community's recognition of the library's value to them. To have a successful program a library must establish and develop a demand for the technical information. This demand will be determined by the library producing the right information at the right time and at the right place. There is nothing like producing results which is salesmanship without a doubt. You don't go back to a library that doesn't produce any more than you would go back to the automobile mechanic who doesn't fix your car or your brakes right in the first place.

All of this, of course, can't be done in one workshop--this workshop is just pointing up the potential services. That is all we can do today and I think there is a very great need for continuing education for all of us. I hope this can be worked out for the future with workshops not only for librarians but for the men from industry as well.

ALTADENA WORKSHOP March 20, 1969

PROGRAM

ALTADENA WORKSHOP ON LIBRARY SERVICE TO INDUSTRY

Altadena District Library, 600 E. Mariposa
Thursday, March 20, 1969

9:00-10:00 Registration (Coffee and refreshments served and supplied by Friends of the Library, Altadena District Library)

10:00 Opening of Workshop
Welcoming remarks -- Mrs. Gladys V. Babcock, Director, Altadena District Library
Introduction of Panel Members -- Mrs. Phyllis I. Dalton, President of California Library Association and Assistant State Librarian, California State Library
Panelists:
Mrs. Johanna Tallman, Head, Physical Sciences Libraries, University of California, Los Angeles
Mrs. Nadine Leffler, Supervisor, Reference Services Orange County Public Library
Miss Carolyn Reese, State Technical Services Project Librarian at University of California, Los Angeles
Mr. Lee R. Magnolia, *Literature Research Services*, Technical Information Center, TRW Systems Group, Redondo Beach
Mr. Edward Plummer, Role-playing the "Man from Industry"

10:10-11:10 Panel on Library Service to Industry

11:10-11:30 Discussion between Panelists

11:30-11:55 Discussion and Questions from the Floor
Moderator, Mrs. Phyllis I. Dalton

11:55-12:00 Announcement concerning Luncheon (arranged for attendees at the Altadena Town and Country Club) Map of route from the library to the club prepared by the library.

12:00-1:30 Lunch

1:30-1:50 Speaker: Mr. Charles B. Jackson, Managing Editor, Oceans Magazine, La Jolla
Topic: Library Service to Industry

1:50-3:00 Seven Discussion Groups Meeting Simultaneously on Five Different Topics
Topic #1 -- Role of the Reference Librarian & Information Specialist
Group A
Leader: Miss Page Ackerman, Associate Librarian, University of California, Los Angeles
Recorder: Miss Juliana Loomis, Albert C. Martin

Topic #1 (Cont.)

Group B
Leader: Mr. Everett Moore, Assistant Librarian University of California, Los Angeles
Recorder: Mr. Dennis Read, Hughes Aircraft

Topic #2 -- Our Goal Today
Leader: Mrs. Marie Boerum, Fresno County Library

Topic #3 -- Publicity/Public Relations

Group A
Leader: Mr. Edward Plummer, Fresno County Library
Recorder: Mr. Howard Samuelson, Santa Ana Public Library

Group B
Leader: Miss Elizabeth Walkey, Technical Information Services, Bell & Howell Research Laboratories L., Pasadena

Topic #4 -- Information Analysis Centers
Leader: Mrs. Mary Jane Schmelzle, State Technical Services Project Librarian at University of California, Los Angeles

Topic #5 -- Interviewing the Patron
Leader: Mr. Norman Crum, General Electric TEMPO, Santa Barbara

3:00-3:30 Break

3:30-4:20 Summary Report by Leader or Recorder of Each Discussion Group

4:20-4:30 Conclusions and Summary
Mrs. Phyllis I. Dalton

EXHIBITS of special materials useful to librarians serving industry with California State Library personnel on duty to discuss with workshop attendees:

Miss Mary Schell, Supervisor, Government Publications Section
Mr. Eugene Pike, Supervisor, Reference Section
Mrs. Janet Bergman, State Technical Services Project Librarian at the California State Library

Note: Majority of the EXHIBIT materials loaned by Mrs. Johanna Tallman, Head, Physical Sciences Libraries, University of California, Los Angeles

ALTADENA WORKSHOP

March 20, 1969

ATTENDANCE

Public Librarians	52
Special Librarians	27
College and University Librarians	15
Man from "Industry" Charles Jackson	1
TOTAL	95

LIBRARY SERVICE TO INDUSTRY

PANEL

PHYLLIS I. DALTON: Introduction of Panel Members.

It is very pleasant to be in Altadena today and to have our first workshop and our second in a series of workshops on Library Service to Industry. On Tuesday of this week we held the first of the series in Fresno. The workshops are sponsored by the Business and Industry Division of the California Library Association and the Reference Division of the California Library Association and the State Technical Services Act in the California State Library so we have had many people involved in all of the workshop planning.

Library Service to Industry is the subject of the workshop today; that is what we are interested in; that is what we are talking about. What we are endeavoring to find out, is--what service does the man from industry want; what service does he need? Is there any? Does he want any? What can the library provide in the way of service to industry? How accessible can the library make the needed information? Not everybody believes that the library can serve industry. Today we have a panel that can discuss the problem from a background of knowledge.

We are role-playing the man from industry today. We have the librarians who can tell us what a library can do in providing the needed service. We are very fortunate to have a man who now is a librarian, but who was in business and who performed very beautifully on the Fresno panel as a role-player for the man from industry. The man in the middle is Ed Plummer from the Fresno County Library, who will play the role as the man from industry. From a University Library is Mrs. Johanna Tallman, head of the Physical Sciences Libraries at the University of California at Los Angeles. From the Public Library is Mrs. Nadine Leffler, Supervisor, Reference Service of the Orange County Library. From the State Technical Services Act Project is Miss Carolyn Reese the Reference Librarian on the State Technical Services Act Project, UCLA. From the Special Library is Mr. Lee Magnolia who is in charge of Literature Research Services, TRW Systems Group, Technical Information Center.

From 10:10 to 11:10 the panelists have the floor, you won't see me again until 11:10. I'll turn the program over to them.

PLUMMER: I shall pretend that I know something about Oceanography, but all I know is that it involves salt water. So starting there with a few clues, that someone kindly gave me, Mrs. Leffler I'm trying to get some information on underwater photography. Do you think your library might be able to help me?

LEFFLER: Yes! Do you want material on the techniques that you are going to use?

PLUMMER: Well, our firm is just beginning in the field of Oceanography so we thought this might be one starting point.

LEFFLER: You're interested then in equipment or techniques?

PLUMMER: We are interested in anything you can find for us.

LEFFLER: I believe we'd begin searching some of the books on photographic equipment. If we didn't find any of our books that would specifically deal with this type of photography. we'd begin looking through a manufacturing index to see what types of photographic equipment are available. Next a search through the Readers Guide would indicate the articles which have been written on this subject. In addition we might consult the Applied Science and Technology for material on underwater photography. If you want an overall survey on this subject, we might search the McGraw-Hill Science and Technology Encyclopedia.

PLUMMER: Well, do you suppose you could prepare a list for me so I could survey the field and see the articles later? At the moment I don't have too much time. I was wondering if there might be much in the way of government documents; it seems to me that the Navy is interested in this to some extent. Do you suppose there is some material that is not classified?

LEFFLER: Yes, we will search the Monthly Catalog of government publications for a list of government publications on your subject. Do you have a time limit on this?

PLUMMER: No; I would say that anytime within the next three weeks will be fine. I think the audience might realize that with the business man and industrialist it's a little difficult working with him because if he doesn't need it today you give it to him tomorrow afternoon; but if he doesn't get it until next Wednesday, it's too late and of no value. So the question about the time is a very pertinent one. Businessmen don't necessarily need it immediately; if they do and you tell them you can get it for them right away and there's a delay, they are going to be extremely unhappy. If you tell him you can get it for him next Wednesday and you get it to him on the Friday before he's delighted; he'll think the library is terrific. Since they're paying the taxes, let's try to keep them happy.

LEFFLER: May I say at this point that the librarian is not always dealing with the man from industry but more often it is his secretary or another individual who presents the question. We are fortunate then if the person posing the problem undertands the subject and what the boss's real needs are.

PLUMMER: Of course, the secretary is sometimes a good approach. I've developed some business from the companies in Fresno this way. The secretary calls up to find out how to spell a word. I get in a conversation with her and find out the context in which the word is used and then mention the project. She's a little surprised, so the next day she calls back and mentions, "well I was talking with my boss about your project and he was wondering if you could help us with this". It's amazing how you can develop business if you try. I made a mistake in the Fresno workshop and said you should work through the two most important women in a man's life, his secretary and his wife; my friends took me to task in the order in which I put those words.

Now, I have a real good word which we won't be able to fit into our conversation very often, but the gentleman at the end suggested it. He suggested that I ask him about bathythermographs. What are Bathythermographs?

MAGNOLIA: Before we go to that, I think we ought to discuss one thing. Are we assuming that you are a member of the company for which I work or are you coming to TRW as someone who would merely like to make use of the information center?

PLUMMER: I think that we should assume that I belong to the same organization.

MAGNOLIA: Briefly, a bathythermograph is a torpedo shaped instrument used in oceanographic measurements and it records temperature and pressure. So knowing that a bathythermograph is a pressure-temperature sensing instrument, let's carry it from there. Come into my office and let's talk over the problem. I think the first thing we have to talk about, basically, is what interests you about bathythermographs? Is this a brand new project or do you have materials built up in your file already?

PLUMMER: It's brand new.

MAGNOLIA: I see. So then we're going to be responding to a request for a proposal. Would it be correct that we would be investigating the state of the art of bathythermograph development? Where do we stand now; what are we using now; and if possible what will the future be? All right then, the next thing I think we ought to discuss before we get down to specifics is this--naturally in these proposal operations you will have a limited amount of time, so we'll want to respond to you as completely and as quickly as possible. How soon would you like to have the first information that we can obtain and how long subsequent after that do we have?

PLUMMER: Well, we should have the first information within a week and we problably have 10 days after that.

MAGNOLIA: Fine. Now I think we'll suggest several approaches that we'll take for you and suggest possible referral points within the company. So taking them in the order that they come to me at this moment, which is probably not the right order; we have in Literature Research Services a Selective Dissemination of Information Program. Now this program is designed for our long range planning, marketing and key staff people. It is not a computerized program. It is a simple manual program which works quite well. The reason I mention it to you briefly is that as a fallout of the program we have an oceans systems file of the last two and a half years from almost 300 journals. The first thing we'll do following our conversation is to introduce you to this file. You will find that for each particular item in the file the full reference citation is there already. I think we can get some state of the art information there. But one thing the file will not contain is the basic bathythermograph design information. I think we do have a problem, so we might approach it in several ways. First of all, I think one of the interesting things we should do is to contact "Dr. Joe Jones" of our Oceans Systems Department, since you're in a different division. He might have some very interesting information and might be able to help you immediately. The second thing is that we will go ahead in Literature Research Services and contact our Supplier Library. Now the Supplier Library is about the size of this room and has several thousand catalogs on file. These are the suppliers that TRW uses in accomplishing its work. Also there is a semi-automated system of retrieving information from these catalogs. So we would refer you to this, specifically for assistance in determining who actually is making bathythermographs now, and the operating characteristics of these instruments. Another approach would be this; the United States Naval Oceanographic Office is responsible for the management of the Naval Oceanographic Data Center or NODC. This data center has several million bathythermograph readings which they are working on. One of the things that will be of interest to you is--what is the state of the art and who is actually doing the work in bathythermograph? I would like to mention something that most of you know about and that is the National Referral Center for Science and Technology in Washington, D. C. The man responsible for referral service is John F. Price and he used to work for me. Basically, the Referral Center is just what its name implies, it's a referral center. In other words, you could ask the center, "to whom could I direct inquiries about designing tractors?" They will get the information for you at no charge. They will respond to you in whatever manner that you desire; in writing, by phone, or telegram and you may use them as often as you like. Anyone can use the National Referral Center, be it industry, private citizen, the military. So, the National Referral Center would check to determine the proper personnel in NODC. Now there's something else I'll hold up for you to see because in the event you're not on distribution for news releases from some of the government agencies I'd like to point out to you that you'd be amazed of the information you can get. Here is something called "News from Bomex" and it came to my desk from the Environmental Science Services Administration. Briefly, how this relates to your question is this--it's a study being done at the Barbados; it's an oceanographic study involving the Departments of Commerce, Defense, Interior, Transportation, AEC, NASA and National Science Foundation.

It's going to take three months and part of the work they're doing is BT or Bathythermograph data. Listed in this news release, really it's a press kit, are the experimenters, who they are and where they are as well as who's responsible for the data archiving. Literature Research Services will contact these people by letter today. Or if you desire, we'll do it by long distance telephone. Going on quickly then, we'll ask for a search from the Defense Documentation Center; for a Rapid Request Bibliography; there'll be no charge to your budget and we should have a list for you by Monday noon. If you will give me a call beforehand, we'll have the literature researcher stand by ready to help you look up the abstracts. We will ask for a NASA search too. Because we are a NASA contractor we have the NASA document collection on microfiche. Although their automated search will not be received by us in 10 days, we'll do an introductory search manually; a quick manual will start you off. We'll have the microfiche pulled and a reader printer ready for you by tomorrow at about 9 a.m. So these are some of the things that we'll proceed to do in conjunction with what you'll be doing to get you the state of the art of bathythermographs.

Keep in mind, at this company there are many scientists and engineers and there is only one of me so we may need a little assistance from your secretary as well as further conversation with you to insure that you will receive exactly what you need. After you talk to "Dr. Jones" in Oceans Systems, would you call me and let me know of any changes in your request.

PLUMMER: Fine, thank you very much. In about 1962 the International

Journal of Oceanography, a gentleman named Henry Dubrowsky wrote an article on Hydroelectric Facilities. I wonder if it would be possible for you to bring us up to date on the material published since then? It was, as I recall, in October, and it would be extremely helpful to us if we could know what's been done since that report came out.

TALLMAN: Fortunately there is now a reference tool that is available that will do just this. It's like a bibliography in reverse; instead of going backward and telling what has been done before, it goes forward into what has been done since, which is exactly what you want to know. So we'll take the Science Citation Index for the current year, and we will look up the reference under the author's name, DUBROWSKY. Here's the citation of the original article, under this is a list of all the articles which have referred to the original article by him, in the 1969 journals that are indexed by Science Citation Index, which now covers a wide span of scientific journals. So here we find an article in the current issue of OCean Magazine by John Doe. Now if you want to pursue this a little further, we can go back to the indexes for the previous years to see if anything was cited in 1968. Now you can do what some people call a cyclic search. We cannot do this for you at the university, because we do not have the staff--it would take a lot of searching. We can show you how to use the index and you must carry out your own search. You can look up these articles and see if they have bibliographies that might lead you to other fairly recent articles on the same subject. This is one way to find out what has been done very recently on the subject you have an article to begin with.

PLUMMER: Good! I didn't realize you'd be able to help me as much as you have. I'll send my secretary tomorrow to do all the leg work for me.

TALLMAN: We'll have to explain all over again how to use this. Frankly, if you have the time, you would benefit more if you made the search yourself, because you know more or less what you are searching for you are familiar with the terminology. You might find something that is related that a secretary would never dream is related. I think there is some benefit to you as a scientist to do some of your own searching, because it will give you contact with more information than a secretary who went looking for words that she didn't know.

PLUMMER: This is a good point. The only thing is that I'm getting $15.00 an hour for my work and my secretary is getting $4.50. She knows considerably more than I do on this subject. But your point is well taken. Generally, the man from industry is going to push off these jobs and it will end up frequently by taking more time so you can point out to him that he is the only person that knows what he's looking for. It's going to save time in the long run and he may come across something he's not looking for which may turn out to be just exactly what he wants but he didn't know it at the time.

PLUMMER to LEFFLER: I'm wondering what information or how the public library will be able to help my firm in the way of getting a bibliography on technical material regardless of what type of materials they are. If we give you a quite narrow subject field, is there any way the public library can help us with bibliographies?

LEFFLER: We would have to ask you about your specific technical field and determine if we had any publications that were really outstanding in this particular area. And there are a number of book indexes which we would be able to search for you! There is one series called Earth Science and out of ten volumes I think we may be able to locate some specialized bibliographies for you. Do you have any special subject fields?

PLUMMER: I've heard that the State has some sort of a new service which is available to some libraries in some areas which is supposed to be able to help industry. Can you tell me anything about that?

LEFFLER: Well, if you were asking for a very specialized bibliography in a technical field this would go beyond our limits. Since the public library would not be able to develop an individual bibliography in a specialized area and possibly most of the journals that you would need would not be available in this library, your question would be referred to one of the State Technical Services Project libraries, either the State Library at Sacramento or the UCLA project office. At this point I'm acting that I'm from the Fresno County Public Library which at this time is the only public library affiliated with the State Technical Services Project. Your request for a bibliography would be directed to one of the two project libraries. A reply will be received within several days. As soon as we receive the bibliography from UCLA or the State Library we would telephone you. The bibliography will be given to you in order that you may select the material which you would like to have requested from the sources.

PLUMMER: We are planning on developing our company. We're a small company at the moment but we are planning on broadening our industrial base and we feel that the field of oceanography has terrific implications from which we can benefit. I'm wondering if we can have a listing of current publications which will enable us to keep up to date on technical developments and industrial activities in any of the fields relating to oceanography. I realize this is an extremely broad request but I wonder if you could possibly provide us with a general listing and from this we would be able to narrow it down to a much more specific request.

REESE: I understand you are interested in something that would indicate the research and development in the field of oceanography as related to industry, and how to develop the economic opportunities that are available in this field. Do you want a listing that is all-inclusive and comprehensive, but nothing specific about a particular industry at this time? What is the time span covering this information?

PLUMMER: I would suggest you don't go back more than two years.

REESE: What type of literature would you like? Books, magazines, government documents, microfiche?

PLUMMER: Well, I think for our purpose, anything that appears in a book form will be out of date--so we are interested in journal articles.

REESE: There are many government reports that are very timely. We will also include those and any up-to-date books, of which there are a few in this field. I'll prepare a bibliography for you. Now at this time I would like to give a brief description of the State Technical Services Act. The STSA is a Federal Law that was passed in 1965 designed to provide business, commerce, and industry with scientific and technical information. Since last June (1968) the Fresno County Library, the State Library, and the UCLA Libraries have been operating an information network to provide such service. This has been a one-year experimental pilot project; hopefully after next June (1969) it will be continued and perhaps not be quite so experimental. Briefly, this is how it works: The Fresno County Library was chosen as the nucleous library. Their reference librarians receive requests from the industries in their community. If the information is not available in the Fresno library or in the Fresno area, then those requests are forwarded to UCLA or the State Library where in-depth research service is carried out. There is also a current awareness program. Interest profiles pertaining to the men from industry who have requested this service in Fresno are developed. As you know in your reference work, particularly in the public library, one receives a great variety of requests. We have answered inquiries on the economic feasibility of building a trailer park and prepared bibliographies on beet sugar refining and pre-stressed concrete. There are two reference librarians on the STS project at UCLA and one at the State Library. To get to our specific question of preparing a bibliography, I would like to mention some of the sources that we would use. Mrs. Leffler represents Fresno, and only the Fresno Library at this time. Our actual communication is by teletype or occasionally by telephone. We consult the card catalogs--in this case, the appropriate catalogs would be Engineering, Business Administration and University Research--I might add there are 21 libraries on the UCLA campus and our project has made use of most of them. Our travels to these subject collections and catalogs furnishes most of our exercise for the day. Our next step in the search would be to consult indexes, starting with the business indexes, *PAIS*, *Wall Street Journal Index*, *N.Y. Times Index*, and also the *Readers' Guide* which contains references to many articles on the development of oceanography. We would also consult the *Monthly Catalog of U. S. Government Publications*. UCLA is a depository for State and Federal Publications, as is the State Library. Next we'd go to our specialized indexes in this field. One of which is the *Oceanic Index* (*Oceanic Index Citation Journal*). There's also a smaller one called the *Composite Index to Marine Science and Technology*, which indexes about 30 books in this field. We'd also consult the *U.S. Government Research and Development Reports* which provide abstracts of reports from work that has been generated from government-sponsored research. There are sections of this that pertain to the earth sciences and oceanography. UCLA is a depository for microfiches of these reports. We would also scan the specialized periodicals in this field--one of which is *Oceans*, another is *Ocean Industry*; also *Geo-Marine Technology*, and *Undersea Technology*, and *Oceanology International*.

PLUMMER: Mrs. Tallman--following your suggestion that I do my own research--I wonder if the UCLA libraries have anything in the way of special technical reports? Do you have any way of obtaining copies of recent doctoral dissertations which have been written in fields in which I might be interested? (oceanography)

TALLMAN: Yes, we have a rather large collection of technical reports and we have just opened a new technical reports room staffed by reference librarians. In this room we have concentrated all of the report literature and reports' indexes. But before I send you to that room I would want to call your attention to another new index which includes report literature as well as journal articles and books. . It is called Pandex. It is a current index of scientific and technical literature. This index is compiled more or less by computer on a rather sophisticated program with some human indexing to make it much better. We could look up some of your subjects to see if there are some recent technical reports. Pandex is quite up-to-date, because the computer can speed up the index so they can get it out very quickly. I see here under Ocean a report which is available from the U. S. Clearinghouse and it has a number which is called an AD number. Now you can go to the technical reports room and ask if they actually have a copy of this report available. I will now direct you to Miss Wright of our technical reports room which is at the south end of the reading room. I'll be Miss Wright for a minute and tell you--"Yes, we will look it up in our numerical and code indexes--yes, we do have this report on a microfiche. We have a reader for the microfiche and you are welcome to use it. If you want to make a print of this report we have a reader-printer in the Xerox room that you can use."

We also have the U.S. Government Research and Reports Index. This is an index to many current technical reports which are available now through the Clearing house, which has been established to handle this. Most of the reports can be obtained for three dollars. You can buy coupons so that you don't have to send money each time, or write checks. You can deposit money on account, or buy a certain number of three-dollar coupons.

You asked about dissertations--we do have quite a bit of research being done in the university in this field and there have been several Master's and Doctor's dissertations. We index them in our catalog. If they are recent we won't have them in full size hard copy. They are now being done on microfilm. We have the title page and the abstract and the vita of the author hand-bound, but the dissertation itself we will have put on the microfilm viewer and you would have to use it in that form.

PLUMMER: Now that I have made use of your services, I probably should ask a question that should have been asked in the beginning! To what extent can a man from industry use the resources of the UCLA libraries?

TALLMAN: Since this is your first time here I will explain what we can or cannot do for you. The user from industry can obtain a library card for a fee of $6.00 a year, which will allow him access to all of the UCLA libraries. There are some restrictions on the lending. For example, we do not lend journals because there is sumh a demand for them that we must keep them in the library. However, we have the Xerox service in the library and you can have the article photocopied at a nominal cost. We have an operator there who will do the work for you. You can borrow books, thesis, technical reports--and you can borrow the microfiche if you have a fiche reader. We can give you the kind of reference service that will show you how to use the facilities in the library, and show you where things are, and we can check out some materials if you wish to borrow them. We cannot compile bibliographies for you and do literature searches. Other than that, we'll be very glad to help you with anything we can.

PLUMMER: Mr. Magnolia, may I direct the same question to you? To what extent are your services available to industry, or to the public in general?

MAGNOLIA: I think this is a very good question. I know of may people who will see a large company complex with beautiful buildings and say "I guess they have a company technical library, but they wouldn't let me use it." Now I can't speak for all companies, but I can speak for TRW, and you are permitted to come to our library and use all of the materials that are unclassified, and in the public domain. You may have full use of the thousand odd journals we subscribe to, and the back issues, all of our books, some of the technical reports. The hours the library is open are 8:30 to 5:30. I wish I could tell you that my staff would be available to help you with a literature search. We will help you use the indexes and help you get some clues on how to get started, but we won't be able to help the non-TRW individual with searches. In terms of some company libraries, we know they are not available to the public or to other members of industry. Some are partly available as ours is and we welcome those who would like to see what we have. Admittedly, with a company located on Redondo Beach, those of you who are 20 miles away have other sources you could go to. For those of you within a 20 mile radius you may well find that the company technical library has a great deal of material that would be useful to you. Please don't think that a company technical library is a totally self-sufficient library. We make considerable use of the university libraries in accomplishing our work. So we cannot give you the impression that a company technical library is the size of UCLA libraries. It is a highly specialized technical library with holdings specifically related to the activities of that particular company. For example, TRW Semiconductor has a very fine technical library, but it is allied strictly to semiconductor work. Thus if they need anything else like oceanography information, they come from Semiconductors over to the Systems Group--to me. There is no special badge required to enter our library except that you will have a green and white ticket that will identify you as a visitor. You will be under surveillance. Please don't take it personally. We have to do that.

PLUMMER: I'd like to mention that the Fresno County Library has derived some benefit from the TRW library. We were searching for some material, I believe it was requested by our county planning department, on water resources management. Not so much the actual management but the method whereby a study had been made. We contacted the U. S. Geological Office in Menlo Park. They did not have a copy of it, but they found that TRW had done the work for them. I called Lou Canter and asked him if there was any way we could get a copy of it. He found a copy, I think in Houston, and mailed it to us--so even a public library can benefit tremendously from this organization and I certainly want to thank them for it.

PLUMMER to TALLMAN: What is the position of the university on the use of interlibrary loans? Assuming that I'm a man in industry in Sacramento and that I know there is material available at the UCLA libraries. What is the possibility of the Sacramento Public Library obtaining that material for me?

TALLMAN: We still follow the regular interlibrary loan code as far as most of those things go. The demand on the UCLA libraries is great from so many educational institutions, government agencies as well as industry. It would depend on the nature of the material, if we could spare it, or if it is in heavy demand-otherwise we would make a Xerox copy for a public library. We have had to limit the interlibrary loan service to the man from industry--and also charge a small handling fee on the actual work of retrieving the information and taking it to the Xerox machine. The charge for that is $5.00 minimum for any one request. This includes up to ten pages of Xerox material. For more than ten pages the charge is 35¢ per page. This is the charge for handling mail requests. If you are far away from the campus it would be worth your time and money to pay the $5.00 to get the material. However, if you have a great many requests you may find it advantageous to come to the campus and look for the material and have it reproduced yourself.

PLUMMER: You'll find that I'm an extremely versatile person; I'm now in the Los Angeles area. Is there any geographical limitation in these interlibrary loans? Do you have a policy that any library located within 50 miles cannot borrow?

TALLMAN: Yes, since there are freeways now and also in order to keep most of the material available to the most users, there is a restriction on the local libraries that might want to borrow. We would suggest that the borrower come to UCLA if he's in a radius of

30 or 40 miles. Further away, if it's from another library or educational institution, we could send the material or make a Xerox copy.

MAGNOLIA: Those of you who are in company technical libraries might like to receive something called TRW Space Log. This is a quarterly publication. There is no charge for it. All you need do is write on your company letterhead. Let me describe briefly what it is; it's about 5 x 8 inches, runs 60 to 90 pages and it summarizes the entire world's space pgoram in three parts. There is normally an article on space exploration. Vice President Humphrey's was the one before last; there is a section giving the details of particular spacecraft, the prime contractors, sub contractors, what the spacecraft achieved. The last section is a log of spacecraft launches. To be placed on the distribution list, you should merely write the Editor, TRW Space Log, TRW Systems Group, One Space Park, Redondo Beach, Zip Code 90278 and after Editor, in parenthesis, E2-8043. Thank you for letting me have the floor.

DALTON: We will open the discussion to the floor in a little bit, but before that, since we have this panel here there are some things that I would like to ask them. We have found in the programs and in workshops that industry doesn't really ask the librarian any questions. Except when they have a special library, they really don't think that the library knows very much about industry or can answer the questions. What can you suggest that we do in order to make industry know and understand that the library can provide service?

TALLMAN: I'll have to say that the university isn't really seeking industrial users.

DALTON: Your problem, then, is not reaching the community?

REESE: Publicity can be established by TV programs, write-ups in Chamber of Commerce publications and special brochures announcing these services.

PLUMMER: It has been my experience, and the industrialist who was on our panel on Tuesday in Fresno felt the same way, that personal contact is most important. The industrialist to begin with is like a girl when a fellow is courting a girl. The girl knows that he wants to marry her, but he doesn't know it so she has to convince him. That's the position librarians are in trying to develop questions from industry. The people don't realize what the public library can do. By contacting them personally on their ground you have put them under a slight obligation to begin with. You have taken the time to come out and see them, they're at least going to be courteous to you. If you time it right, you get there at coffee hour so you'll at least get a free cup of coffee out of it! Sometimes you have to work into it. In Fresno, we get them interested from the business aspect first and then when they find out that we can get them material on personal problems, accounting, mangement and so forth, all of a sudden they make a mistake and ask us a technical question we're able to fill fairly satisfactorily and they think, let me try something else. Sometimes they get to the point where they try to see just how much you can do. You have to seduce them.

The companies which are making the greatest use of our services in Fresno are the most successful companies in the area. They are the ones that realize that they need information. We don't have any special libraries in our area that you can call libraries. We have no special librarians so the public library is the only source of material for these companies. It's a slow process, but I think it is one which is going to be extremely rewarding if we just take the initiative. I think that the public libraries have waited too long for people to come to them, and now that we're all having trouble with our budgets a lot of people think that the library is a luxury item. If we can persuade industrialists in our area that there is a need for our services, they are going to be behind us.

DALTON: How can you in your libraries keep up with industrial material that comes out? You can talk about going to your industrial man and seducing him into coming into the library but what can you do about getting your staff prepared? What do you do?

MAGNOLIA: I can only tell you what we attempt to do and I think we have been moderately successful. TRW Systems Group is a very large company with many active research sections. Now for instance myself, how do I possibly keep up with this? Let's face it--I don't; I can't possibly. What I can do is this--I attend briefings on a regular basis. In turn I respond to various sections by briefing their staffs so that we've got a continual interplay of what "we can do for you" and "what are you doing now that we should be aware of in order that we may serve you better?". It's not an easy thing to do. To answer your question what we know how to do is to continually communicate with the personnel about what we're doing, new products, processes we are involved in, new capabilities we're developing and in turn ask that they respond to us by seeing to it that we're kept aware of their interests. It seems to be working quite well. Also with respect to Literature Research Services we have guest speakers, from our various sections that brief us on fairly regular intervals. Now it may be an engineer working a project, it may be a manager. Also, we have publications within the company which tell about the directions we're taking and what we're doing. So all I can say is that our system isn't perfect, but we feel that it is giving us a fairly good handle on what's going on.

REESE: We have to keep up with the current library literature to find what's new; talk with the reference librarians to see what's been added in the field; keep up especially with periodicals which are applicable to our questions and consult the card catalogs.

TALLMAN: In the Engineering Library, when the truck of new books goes to the reference room all our reference librarians have a chance to see all the new material coming in and especially make note of any of the new reference tools. Then, as we get new journals, a list of the new journals is given to the reference staff so that on their off desk time they can look at the new journals and become familiar with them. In order to keep the ear to the ground in regard to what The Engineering Department is going into, I sit in on the meetings of the Department of Engineering. We also keep an eye on what the engineering extension is doing in the way of short course and special programs. These are the advanced modern technical subjects in which the university is giving intensified courses to people who come from all over the country. These are usually done because of the demand of interest in these new fields. So this gives us a clue of what is developing. Holography is a new field that is opening up and they had a recent conference at UCLA. We have two copies of all of the papers given at these courses. They are really like syllabi but they usually fill up a two inch binder. These volumes all go through the reference office so that the staff can become familiar with the current state of the art, the terminology, the new things that are coming up.

MAGNOLIA: I'd like to make a comment that many of you are quite aware of but may be of interest to some of you. It is incredible what is available to all of you as librarians, from the various government agencies in terms of news releases, a point I brought up earlier. Some of it you may not need, but if you request to be put on the list you'll be amazed at the information you receive. There is also the Research Section in Security Pacific Bank that has a number of free publications dealing with economic areas in Southern California; they are free publications to you, and you will find them very handy reference tools. Bank of America and United California Bank have material. All you need do is call their central office and ask for their research section and tell them who you are and ask them "What reference materials have you published that I may receive?" You will find that they are available to you without charge. It's incredible what is available to us which can aid us in keeping up with what is going on. In fact when I get back today, my desk will look about like this, so the only thing I can say is, I'm swamped with it, but I consider it very valuable. And you might pursue various sources of government information that is available to you without charge.

LEFFLER: Mrs. Dalton, to get back to your question about the public library, and its approach to industry, I haven't really been too happy about the idea of calling upon a busy man for the purpose of telling him what we may or may not have to assist him in his business. But personally I feel we've courted the student rather well. We've done a lot of work for the students and since we did tell the man from business and industry that we were a STSA Pilot Project and sent his bibliography on I just wondered how many of you public librarians felt that we might have searched this bibliographical material in our own libraries. If our man was in a hurry, offer to Xerox the indexed material or we might retain the lists and when we had indicated the publications we had available mail our findings to him. During our discussion, I made a note that the PAIS and The Readers Guide, are good in the Oceanography Field as are the Business Periodical Index and the Applied Science and Technology. I think we could have given that business man quite a bit of help before he left the library. He would have been, I believe charmed, if not dazzled by the amount of material that we were able to show him. I don't believe the public libraries are that far behind. Possibly we haven't taken enough time. I wonder if later in the discussion that some of you do not feel that possibly we should not take a little more time when the individual does approach us so that maybe at the next luncheon he has with his compatriots he can mention how fascinated he was with the service he received. The word of mouth is the best publicity we can have. One of the things I had written down, is that the librarian should not say that he does not have any material for the man from industry until a search has been made of the library's resources.

PLUMMER: I've been amazed at the amount of information that public libraries do have. I've only been a librarian for one and a half years now so I don't have too much experience in looking at it from the librarians view point. I've always been a user of libraries and it's always amazed me the amount of information that is available and I've also been somewhat horrified at some of the librarians who didn't realize what they had. I think it's extremely important for all of us to browse through our collection. I think we all practice the procedure of reviewing the new material as it comes through. How about if you've been in the library ten years and here's a journal you started getting in the library 15 years ago. It's not going to come across your desk as a new item but you certainly should make yourself aware of what is in it. As Mr. Magnolia said, you can't possibly keep up with everything, but I think you owe it to yourself to do some browsing either on a regular schedule or just when you can fit it in to see what you do have. So frequently somebody will come to the reference desk with a question and I am not aware of where the answer is and Mrs. Boerum is standing there and she knows just where the answer could be found in the collection. That is what experience does for you. I hope in twenty years I could do that. As you mentioned, Nadine, it's important to try to serve the patron before he feels he is being passed on because you aren't willing to do something for him. If you try to do something and are not successful, at least he's going to remember you tried, and for Petes Sakes don't tell him, "Did you look in the card catalog?". It's my philosophy that we do today too much with the high school students. We have all these kids that come into the library and pester the life out of us until they graduate and then we never see them again because we perhaps have't given them the proper attitude toward the library. We've too often made them think they were a nuisance. Well, all you have to do is tell a business man "Have you looked in the card catalog?", and word of mouth goes around; he's unsatisfied and he tells his friends--it works both ways. If you try to serve him and you weren't able to do it, at least he's aware that you've tried, and he won't tell his fellow golfers or luncheon companions, "Don't go down to the library, they're no help down there". He'll say, "Gee she wasn't able to get the answer for me but she certainly did try."

DALTON: What should be your percentage of success?

REESE: We've had some studies made from this and if I remember correctly, anything above 80% is considered pretty good. If you can fill a request from the resources in the library, or at least find something.

DALTON: Was this within one library or is this in all libraries?

REESE: This was in a special library.

DALTON: Would it be possible ever to serve 100% hhe man from industry?

PLUMMER: I don't think so. We in Fresno County during the year that the project has been going on, have been fortunate, I can only think of one question on which we were totally unable to get any information. Since the company had tried for a considerable length of time to get the answer on their own, and the trade associations did not have the material, I felt that we did not have anything to be ashamed of.

__DALTON__: The way I was approaching it was: when a man from industry comes to the library what are his chances of getting the answer carried through? He evidently is asking for some purpose for which he must have the information; if he doesn't get it there, then he'll have to get it someplace else. Eighty percent would seem to me pretty good.

We, speak too of the referral services which you give, if information is not available in the library then we can always refer them to a specific organization that can furnish us material. How much do you use referral services? It's a combination of both, isn't it?

__PLUMMER__: I was just thinking how often do you ladies shop at a store where you've gone to get something and they say "no we don't have it" and stop right there. Do you very often go back to that store? Wouldn't you rather go to a company where they say, "we don't have it but somebody down the street has it", or "we may be able to get it for you". Libeary service is very much the same.

__REESE__: I've found in searching the technical literature on a particular subject, you're going to run across the name of the organization or company which is being constantly referred to. Also along scientific lines there are certain people who are specialists in certain fields. Of course, they could be contacted and I believe most authors are flattered to receive any correspondence about their work.

MAGNOLIA: I think along that same line. I think public librarians would probably be amazed at the results if you would contact companies and authors that they come across in the course of their work as you just mentioned. There's a great wealth of information which is available to you from companies. Whom do you ask? Well, the Director of Public Relations or the Technical Information Center or Reports Distribution.

DALTON: What can we obtain from the State Library for industry?

BOERUM: I asked Mrs. Dalton if we could do this because we are well represented here from UCLA. But I didn't think we were getting the point of view from State Library and we of course in Fresno County are so close and we can call on UCLA and special services at the State Library for our information for industry. I think that you would also find that you can get much from State Library that is available to you today that was not before the pilot program. The State Library has added a number of things; you may have tried in the past and been able to receive them but now they have added for example the U.S.A. Standards which used to be the American Standards; they have the complete set of these and all you have to do is get on the phone and they can send it down to you in a very quick way. And don't forget for industry you will be surprised at what you can get from the State Library. They do have many things there and if you approach your inquiry specifically of course, you'll get it faster because they have staff problems, just like we have. We get a question and we call the State Library because we know it's the State depository.

DALTON: The STSA has made all of this possible as far as Fresno getting service from UCLA as far as the State Library putting on additional staff, although we don't have money for materials under the STSA unfortunately for all of us. However, there has been an impetus to purchase some materials from money that might have been spent, with all due respect to art.

Until noon, we will hear questions from the floor and when you ask questions, would you identify yourself, as to your name, and your library so that we can have it on the tape.

DORINE SHEPHERD, Los Angeles Public Library: I would like to inquire how the proposed SCAN fits in with the State Technical Services Act.

DALTON: Well, hopefully, the proposal which we wrote for the STSA pilot project will be extended to the Black Gold Cooperative Libraries System which is involved with SCAN and which would be connected with Fresno and the State Library and UCLA if this all goes through. The Proposal would tie them together so they would intensify the work as far as industry is concerned in the SCAN Project. This is the hope of it.

MARTHA LOU THOMAS, Bell & Howell Research Laboratories Library: I'm now a special librarian but I've also been a public librarian and Children's librarian so I speak from both sides of the fence. I would like to comment on what's been said here this morning. I think public librarians who are interested in serving the segment of the taxpaying public, mainly industry, that has not been well served before, should spend a part of each day becoming completely aware of and familiar with the federal government's growth in information, storage, and dissemination. It's unbelievable what I've learned in a special library about the indexes and the government documents that are not known about in public libraries and that are available to help industry.

DALTON: This is of course what the STSA is really all about in that there is all this research that the federal government has done and that has not been made available. The purpose of the STSA is not to help libraries but to help business libraries provide information so that economic growth can be stimulated. That is the real purpose of the STSA. Libraries aren't mentioned in the STSA; it's just to provide information, to transfer the information that's available to people who need it. It's not the sort of thing that says you answered so many questions today, so you had a good day. That is not the purpose. The test in their evaluation is what did you do for the person and what did he do for his business or industry with the information.

NORMAN CRUM, TEMPO, Santa Barbara: I've been listening to the panelist and the discussion; first I would like to give our thanks for participating in this type of role-playing. I recommend that this very thing take place. This is the first time I've had an opportunity to see it on stage so thank you for that. It seems that most of the questions underlined this morning relate to the feasability of serving industry--can you do it? Mrs. Dalton has implied it; it's been implied by the panelists, several times. For example at TEMPO we have six professional librarians. We have to serve 325 people and yet we have to stop and think how to use our minutes even with six librarians. So what I'm saying is that each one of you has a greater resource in management than problems. Time, money, emotions, energy and all the rest that go in operating a library. I have two points: First, the discussion seems to me to be top heavy with the prescription for the customer; most of the time was spent in describing indexes, bibliographies, pieces of material or the customer. I think one way you can use your resources is to find out really what your customer wants, for example: It is clear that he's using your service for the first time? Has he used you before, is he using you as a last resort? We get a lot of people that don't believe in the library, they never have been convinced of the value of library service. The initial interregation of the customer should have more finding out about what he wants and getting on the same emotional plain with him. So that you don't only take interest in what he needs but you diagnose his ills or needs and tell him what he needs, a very good use of your limited resources. I know we've done this at TEMPO, I've had to learn it the hard way because I used to work at the Omaha, Nebraska Public Library and other public libraries where we tried to do everything and we wound up doing nothing. My second point is you have so many customers which you are trying to help whether you're in a special library, university, run a cooperative system, whatever it might be. Who are your customers? You can't reach all of them--that would be impossible even if you had the budget of the Department of Defense--you can't do it. So what do you do, you start thinking of pilot groups. What industries in Fresno or Bakersfield can you reach? At what level? For example, is it the man that's head of personnel? This is the only feasible way to approach this. At Omaha, I reached the personnel manager who was head of one of the meat packing companies and by that leap frogging motion and spending my time with that one customer he brought in a dozen or more customers from his company. This is another good use of your resources. I would like comments on the ideas I present because I'm working on this essential idea of how a library goes about programming and developing pilot groups and setting up a sensible way of using very limited resources.

PLUMMER: In response to your first comment I would like to think that the panel was being kind to me because, had they questioned me further, they would have found out just how ignorant I am, so thank you very much for being gentle. The second comment I was interested in because that's the way I have been conducting my business development program. Contacting one of the key men in the company informally by telephone first, asking if I can come out and see him with the idea of enlightening him as to what the library has to offer. When I get out to talk with him on an informal basis I suggest I come back later and talk to key department heads; that has worked out very favorably. In the caompanies where I've done that I've ended up with not just one patron but several. Getting your foot in the door for one man multiplied your abilities tremendously. And by First of all, determining what you have you could offer the company before you go out. For example, with Spreckels Sugar Company we had the STSA Librarian at UCLA prepare us a bibliography of recent material on sugar beet refining and Mr. Waltz was flabbergasted. He had no idea there was so much information available and that the public libraries would go out of their way to let him know it was available.

TALLMAN: I wanted to comment on your first point. We actually wanted to have this kind of an interview between the man from industry and the various librarians. I've actually visualized a desk where a man comes up and says I'm so and so and we start this negotiation between the librarian and the customer. Here you've got two people trying to communicate who are reluctant to admit their ignorance. This is a barrier which has to be overcome. The librarian has to recognize that the situation may exist and either frankly admit "I don't really know what this subject is, tell me a little more about it", and get the man to tell you more about it. Get the man to talk about what he knows, he'll be glad to talk about that. Then as you listen as he tells you about it, you can say that is in the area of physics, chemistry or whatever and I think I'll try that first, but keep getting him to talk until you have received some clues and know what sources you can go to to find information for him. You can overcome the reluctance on his part to ask the librarian for help in your lack of knowledge of what he wants. I think this is a very important point that people should be aware of and I also believe it is covered to some extent in this report. It is the Lehigh University in Bethlehem, Pennsylvania, the Center for the Information Sciences. They put out a series of reports, the series is called Studies in the Mans-System Interface in Libraries. I believe it's free or from the Clearing House in Washington for $3.00. The Report No. 3 is called "Question Negotiation" and I like this word because this is what you do when you are talking to the customer and you are negotiating, what is the question. And "Information Seeking in Libraries". The author is Robert S. Taylor issued July 1967. Mr. Magnolia called my attention to it so I ran around the corner and found we had it and I sent it up to Sacramento.

DALTON: When you speak of the Clearing House you are referring to--?

TALLMAN: The Clearing House for Scientific and Technical Information in Washington, D. C.

MICHAEL GAROFALO, City of Commerce Library: The most important point first is finding men who have specified the definite information of the community and of the user as part of this community. Mr. Magnolia has found the problem to define your community by a special library sitting and being aware of the developments such as in anticipating with us how you can best utilize your budget in terms of buying power. Second, in terms of the university working with the department and working in a new course such as you can find specified are new leads that are arising. With regard to how we work with this at the Commerce Library in terms of defining the needs of the community, naturally any anwer is relative to your given graphical area and/or your budget, etc. Being Commerce, naturally the city has a highly industrialized area. We make our contacts through the special libraries in the area, and/or secretaries where this might be appropriate and/or public relations directors where this may be appropriate. Such an interface between them and the library. Of course, in terms of defining the needs of your user, this involves face to face contact. This is where I've found it most important--in library service to industry. By working with one person he may tell others.

HOWARD SAMUELSON, Santa Ana Public Library: It would be my feeling that the state of the art of library service to business and industry is in its very toddling stages. Most of the small or medium size libraries which are being represented here today are almost totally unequipped and unprepared to offer the kind of service the panel has been talking about--the extensive literature research, bibliographies, reference index, and extensive Xeroxing. I hope with the extensive growth of library systems and increased state and federal aid that more funds will be available to offer this expensive and staff consuming service which we are unprepared to offer today.

DENNIS READ, Hughes Aircraft: My problem is that I've found that the public libraries do not try to find out what is available to them as far as industrial service is concerned. I've used public libraries in our area and they don't have any knowledge or even a desire to find out what specialized service is available in their areas.

PLUMMER: One thing that we've considered at the Fresno Library is that we don't know when the funds are going to cease; therefore, we don't want to build up an appetite in the local community and then tell them they cannot have it anymore. So anything that we provide from our own collection if we Xerox for the local industrialists, we charge for. We let him know that the material that we got from the State Library or UCLA is free now but if the project is terminated and we can continue to get the material, he'll have to pay for it. We're sensitive to the fact that if you give the business man something free and then start charging, he gets a little bit unhappy. Your point is very well taken, that the average public library is not in a position to do extensive Xeroxing. We don't circulate periodicals--however, we will permit business to pick up a periodical late in the afternoon, take it to their place of business, Xerox it and bring it back to us in the morning.

DALTON: I thinkwe could have one whole session on how to do it and yet not spend a tremendous amount of money. It may not turn out a perfect product, but it turns out the information.

AUDIENCE: Lee Magnolia has brought it up more than once, how much information is available to everybody free of charge; there's a gigantic amount of information free of charge. All you have to know is that there is the information available free of charge--really that's all you have to know. What some of the people don't realize is that there are coutless journals they can have free of charge; all they have to do is write on their company letterhead. If they don't know that and if you can't tell them or anybody in the library can't tell them, they will never know. Even that girl that's charging books could tell them; it doesn't have to be the librarian.

PLUMMER: I don't know the name of this, but about two weeks ago I saw in the drugs store by where I live a little pocket book for $1.00 or $1.25 about 2,500 free things you can get from your government. Some of these things we had been talking about are specifically listed along with names and addresses.

DALTON: I want to thank the panel and I would like to take this special time to thank them because I thought they did a magnificent job of providing information of role-playing and that is an art in itself.

I'd like to call your attention to the fact that there are exhibits here and there will be some time because our schedule calls for us to leave here at 12. Be back here at 1:30 for Mr. Jackson's speech to us.

AFTERNOON SESSION

JACKSON: Before I talk about our requirements and needs from the library, I think it would probably be in order to say a couple of words about how I see what we in Oceans Magazine are trying to do and where we fall in the publishing spectrum. Then I'll get into our three areas of use for the library, labelled: Productive, which refers to helping us produce that which we mean to sell; Protective, that is protecting us from infringing on others' copyrights and taking a commercial return from facts or ideas which have been staked out as the properties of other sources; And then collateral duties which get into some very contemporary research, for example to present speeches to the Rotary Club on what's happening over the oil pollution problem. These are of a less serious nature but the most timely of the various endeavors that we get into.

We're basically publishing a monthly magazine, and we're striving to bring this between the levels of National Geographic and Scientific American. The National Geographic Society's book I'm sure is familiar to all of you. (Excuse me--a publisher refers to his magazine as the book; that's part of the jargon. Anyone who looks at a magazine or a journal and hears someone call it a book cringes. I apologize; I'll try to avoid the use of jargon.) The magazine that we're doing should be somewhat more readable than Scientific American. What we're trying to create is a journal of the oceans which is of use to readers from the high school science level on through to the practicing specialist in industry or science who is engaged in an activity in an area other than the ocean world.

We want to talk to the "dry" geologist about what the submarine geologist is doing; we want to talk to the electronics engineer from Aero-Space who's wondering what's happening in marine instrumentation; we want to be able to reach the biology and the physics student in the high school. The only way that we can do this is by trying to turn what we're doing into a readable whole.

We do not try to fit what we're doing into the skills of any individual reader, but hope in the average to stay with the majority of them. What we are doing is presenting a product that falls somewhere between the daily newspaper or journal with its timeliness and what can be printed in hard cover as a text book.

We are doing a service that is timely, but that is not a news medium in itself. Therefore, to produce it we have a continuing need of research for fertile ideas that we can cover based on what is happening to the world at large. We are looking at the trade communications--in our case Undersea Technology Oceanology International; in petroleum's case, Off-Shore Oil and Oil World and Aerospace and other publications that I'm sure all of you have seen on your periodicals list. We are looking at contemporary textbooks and the non-fiction work coming out of the other publishers at all times. We receive a majority of the new publications dealing with the ocean world gratis in return for a book review or in acknowledgment of new books in the catalog section of our publication.....So, we want to know what the competition is doing. We also want to be able to go to the library to round out what is indeed coming out, because we recognize that we aren't receiving everything. We're interested in your acquisition in the public library; we're particularly interested in the new acquisitions in the specialized libraries such as Cripps Institutéon of Oceanography, the Graduate Division, University of California at San Diego, maintains. I can throw out some things that are contemporary, by way of example, where I would go to a library because I don't have as yet a developed, internal library. I would not go to the public library because the public library in San Diego is not adapted to my needs.

Part of the reason we are doing business in San Diego is because Scripps is there, with both of the libraries in the University of California main campus and the specialized one at Scripps.

I might go back to 1961 and ask one of my research workers, who has a minor in library science but is a political science major, to come up with what she can out of the libraries in the area. I'd ask her to give me the authors, titles and, in her own words, a paragraph on the contents in each of the articles which appeared in the trade press. I'd want to know what has been included now in the bound editions of the popular magazines such as Times, Newsweek, Fortune, so on, that are available to the public at large. Dealing with lost submersibles and recovery operations in the history of the United States Navy--I'm thinking of the Thresher--I might start her with the trade journal Undersea Technology dated 1961. That was close to the beginning to their publication period. She would be hard pressed to find that anywhere in San Diego except in the Naval Undersea Warfare Center's Library, I would be delighted to save time, mileage and practical contraints by sending her one place, the public library, to have her come up with this information. As soon as she comes back with a reply, I'm probably going to send her out again on the trail of two or three people mentioned in this text, perhaps accurately, perhaps erroneously. She's going to go down to see Who's Who in American Science, Who's Who in The West and get the man's correct middle initial, get the affiliation and the proper titles and the time frame of the reference in the context where we will be using it. When she gets back with that, there will probably be a clue to something more recent. She will then be off again looking for the American Institute of Aeronautics and Astronautics Journal of Hydrospace for a recent technical report on the progress, or the design perhaps, of the deep submergence rescue vehicle. All this traveling is coming out of work that she could be doing at the office and at the library. Information is the medium that we are doing business with, and it's our real product--whether we print it on paper or sell it on celluloid. We're selling the facts that we can glean from the sources you make available to us, and accuracy in the non-fiction publishing world is the prime criterion or keystone to the arch of continuing survival in a very competitive market place. I sometimes discover in my use of libraries that I'm putting a price tag on everything, trying to sell the information, hence I'm trying to find it as readily as I can from whatever library or libraries are in the area.

Coming into the protective domain, I run onto a number of problems as soon as I do anything that has been done before. By definition, any topic I can cover at this stage has been done before. Because Oceans is not a newspaper somebody is in the vanguard other than our publication. I want to find out first of all, is my author trustworthy when I have a piece to go into print, so we're off on another search then, through the literature. In this case we have to find all of the highly visible and most widely circulated pieces dealing with the subject and actually assign somebody on the staff to read them. I have a complaint about the public libraries. I don't blame them; I would operate the same way if I were in their place. But, when I send out a staff member whom I'm paying, I would like to have him back at my office doing the work under supervision, so that I could direct it in whatever direction is most saleable under the circumstances. If he's out at the library, I have no control over what he's doing. I cannot answer his questions about the interpretation of the contents, and I'm not assured I'm getting what I want. If I could find a way to check out these bound periodicals, it would help me immensely. Most of the public libraries that we deal with, particularly the branch libraries, have been more helpful than the main library. They have maintained only one set of bound periodicals, and that's the master set which cannot go outside the premises. We should feel honored I guess that we're allowed to thumb through them. The point is, they are there as an informational medium and part of the service that they could represent to industry is locked up. You cannot have a person sitting away from his or her normal work place and get anywhere near as effective a return as if you had that person where he should be under tutelege.

The second problem in the protective domain that we run into is the eager beaver who sees 10¢ a word and turns in 18,000 words so he can pick up a big check. You dash through it, at first and fee that there is something terribly familiar here. Then you go out and find out that you have three paragraphs of December 1964 National Geographic and five paragraphs of a textbook, and so on down the line. Two recent authors have done this to me. I've caught them. In one case I had to cable another publisher for permission before I could print, because the copyright holder was a publisher and not the author. I was dealing with the same author in both cases; it was his book that he was taking from and whether he was naive or an opportunist, I don't know, but he did cause problems. Generally I try to avoid this type of situation by doing a literature search, particularly for the last two-year time frame, of the most popular topics this author is covering.

I have a young man whose writing is going into the future issue, who has had a book published recently by Alfred Knopf. It deals with marine species collecting. Some of what he says in the magazine text is not verbatim from his book, but I had to read his whole book so that I would know. It represents a rather substantial investment on our part. I could not find anybody in the public library who had read the book. Again, that is a kind of far out thing, but I need to find somebody there who is familiar with book contents in our specialized area. Here, I think, I am looking for a capability that could exist only in a larger library. Such a service could have saved Oceans a lot of time and a lot of money. I have another oddball set of requirements, and that is for a translation of idiomatic usage from other languages. We have in three months had to translate from Russian, Italian, Spanish, German and French. The dictionaries on our shelves and two years or so of language that several of our people have will get us through the contents of what's said in a letter from a foreign country, but we're always thrown for a loss by idiomatic expression. I would say that I have had satisfaction at the San Diego Public Library (at the Main Branch) about 50% of the time, and I appreciate this. But, if in this world of exploding information, there is anything you can do in the way of translation, I know that industry--particularly that which has applied science rapidly to a practical product line--is going to have increasing need for translation services. If you're at a distance from Washington, D. C., chances of finding this available to you as a library service are very slim. I think that the Washington, D. C. area, through its various government agencies, is a very good example of progress in this domain.

Finally, the simplest of the problems gets into the area of collateral duties--speaking to groups like Kiwanis at lunch or perhaps a congregation of scientists to represent the lay viewpoint on a particular problem. Here we don't have to worry about legal implications or that we might be sued for saying something derrogatory. The thing we need do here for research is basically to get our facts straight. I have need, then, for a fairly astute individual on the staff, preferably a younger person who will ferret out material for me from those journals and newspapers which are still in stock. The staff at the libraries may aim our people in the right direction but beyond that we cannot expect help. The problem is too narrowly delimited to our sphere of interest for people in a general area (such as general library services) to be able to come up with a proper connotation of what we want to do. I don't see any avenue here for the library doing more than making the raw materials available to my staff.

Anything more that I could say would have the end in view of developing library capabilities for publishers. There are other publishers in San Diego; there are other publishers in the Los Angeles area. The magazine, Psychology Today out of Del Mar, north of San Diego, moved to establish a couple of new national publications there. We're seeing a transition of publishers from the East Coast moving larger publishing operations for mass consumption to the West Coast. Part of the immigration of the people into California brings with it investment and publishing capabilities that previously have been pretty much located on the eastern seaboard and over the northern sector of the country. I am interested in doing everything we can to create the environment that will bring more of that out here. (I get carried away on the dynamic people on the West Coast--as opposed to the conservative establishment on the East Coast.) Anything that I can do as a businessman to increase the diversification of industry out here through the community is a subject near and dear to my heart.

In the library area, you're looking at the same problem that confronts publishers. If you're a Marshal McLuhan fan, as I am, one of his key lines is that modern man isn't earning a living, he's learning a living. In any of the more technical specialties today, he goes on learning daily. The useful life of the engineer is estimated at five or fewer years if he doesn't do anything to keep his education abreast of research and development. The new graduate represents a lowwr salary obligation for a better job performance.

Part of the gap that we are trying to plug with our magazine relate to this contemporary frame. It presents material that is too new to appear in the reference books for the engineering disciplines. Yet we have to present it more comprehensively than the daily newspaper. The objective is to make it enjoyable to learn that living.

I think that probably at this stage I should open up for questions, rather than going on with observations or going off on the wrong direction from what you want to hear. I'll be as frank as I can; I do not make as much use of the library as I might, because in general I have not found easy accessibility to the information that I'm seeking. This is an age when tons and tons of paper are coming off the presses daily. Part of the problem we all face as users of this information is, how do we index this before we store it so that we can retrieve it?

DALTON: Does the panel have any questions? What about the rest of you? Any comments on what Mr. Jackson has said?

AUDIENCE: I think it would be easier from your position to undervalue the services available of the library. You seem to have a valid point to the extent that we are not prepared to give you the highly specialized service that is expected. I think that this is a hard thing that is technically convincing scientists and engineers that librarians have a role of their own and that is the role of identifying and detecting pieces of information in very wide subject fields. You may have that information on astronomy that would be of special interest to you on oceanography!

JACKSON: Let me see if I could start an argument with a question to the audience. Then, anybody who would like to, please comment on it. Do you think it's either practical or timely for the public library to look away from such strong emphasis on the liberal arts? To place more emphasis on taking part in the community it serves vocationally and avocationally? To assemble at the branch libraries, for example, special repositories of less well rounded but more specifically comprehensive categories of information? Do you see yourselves as trying to preserve a balance for education across the spectrum? Or do you see yourself as a service for the people in your area?

DALTON: Is there a public librarian who wants to comment?

AUDIENCE: This has already been done, I live in Glendale and there is a special library solely for music. You have to take into consideration the kind of library you are, the kind of resources you have at your diaposal and how much you can do.

JACKSON: Have you in the process of doing this, examined the community you would be serving with immediate travel distance around Glendale?

AUDIENCE: UCLA has been in such a survey just a few months ago.

EMIL SCHAFER, University of Southern California: In the area of special classes of material--patent literature is particularly important and yet in the entire area of this country west of the Mississippi the only library that has a complete collection of patents is the Los Angeles Public Library. People from the other areas, or regions of the country either have to go to the Los Angeles Public Library or a patent office. Patents are an important part of our technical literature.

DALTON: I'm sorry to bring this to a close, I should like to carry this on but we are going to have groups in which you will discuss. Thank you very much, Mr. Jackson; you've been most helpful to us.

DALTON: Now the discussion groups will give their reports, and we'll start with the ROLE OF THE REFERENCE LIBRARIAN, Group A. If they will give their report from the lecturn, I believe you can hear them very well from there. If you have not had your coffee, you can still drink it, I am.

ACKERMAN: Our group decided to share the labor and I'm indebted to Miss Julianna Loomis of Albert C. Martin Associates for the notes and she's indebted to me for giving the summary. I just pounced on her when she came in so we had to negotiate. Actually, when we all got together, we felt we had several different topics that we were going to discuss. Since we had several more people than we had originally expected, so we just went around the group and each person there identified the area of his greatest concern in one sense or two. We had about 13 people and came out with three basic areas of interest and concern. One question was "Do we really have to have all this emphasis on service to Business and Industry, what is the basic justification for it, is it just because if we concentrate on this, libraries are going to get better support? Knowing that libraries are understaffed, overworked how can we shift our priorities and spend our money to undertake what really seems to be a new responsibility?" We discussed this briefly and the general consenses of the group I think was that service to business and industry is really not a new responsibility that business and industrial firms are part of the community. It may be a shift in emphasis but certainly the provision of information to them is an effective investment in the economy of the community and the economy of the State and the nation since we really are all interrelated these days in a significant way. So we finally decided we could go ahead and discuss the rest of the agenda.

The second basic area of concern in this group, the group represented special libraries, public libraries and academic libraries--there were three academic libraries--more special libraries and more public libraries. The second really burning question that was on everybodies mind was how do we cooperate, how do we do this job better. And we really spent most of the rest of our time discussing rather specifically the case of a small public library not connected with a network of and not part of a system of trying to identify how the librarian in this library could do a better job. And what her basic assumptions about service were and what the avenues open to her were. What was very interestidg to all of us was that we immediately began to transfer information. The special librarians all leaped to the floor to say that the special libraries were a resource that could and should be used by the public librarians, that the public librarians should assume that the special librarians are such a resource and should take the initiative in identifying the special libraries in the area, in communicating with them and in working out procedures for the referral of patrons. This discussion centered around the relations between special libraries and what special libraries could expect from each other.

The third part of our discussion really related to what would be the role of the information specialists or the reference librarian in the settings that we represent and I think that we pretty well agree that there are differences in the role related to resources and the role related to the focus of the librarians--the mission. We agreed that the role of the public librarians at least the emphasis in that role really had to be referral; that the public library in a sense has to be a kind of clearing house and the librarian has to serve as clearing houses for the use of the chain of information and the special librarian as part of the chain serves as specialist in their specific areas, and in turn use the public library for their own general purposes so that this relationship could be a reasonably close one within reasonable limits. The academic library which also has a specialized clientel and a special focus we agreed, fell somewhere in between the public library and the special library and it had to be both a resource and a referral center.

Final discussion had to do with people and the necessity for the librarians themselves to play these roles aggressively to make assumptions about the necessity really for going through the total chain of knowledge of information for the service of any given patron and to try to reduce the inhibition that we really seem to feel about moving from one jurisdiction to another and moving from one type of library to another and knowing about each other. We agreed that we really couldn't do this without individual personal aggressive and continuous attention and that's about it.

DALTON: The other group on the ROLE OF THE LIBRARIAN, Group B.

DENNIS E. READ, Hughes Aircraft, Fullerton: Our group was a little more disjointed than that other one. Our discussion centered not so much on the individual role as the role of reference in conjunction with the flow of information between various types of libraries. We started out discussing the limitation of the public library and why it, at this point, cannot serve the business sector. First off the general librarians backgrounds are not in the technical areas so one of the public librarians said she was scared stiff of technology. So they don't have the expertise to start off in this area.

Second, their role is to the community as a whole, not to a specific group such as a university is to its faculty and students and a business sector to its employees. They have to serve a much wider area and tend to serve less the people who make up these other two areas as ones who make up the general school students and general readers rather than more advanced people. We progressed from there to the implications of the State Technical Services Act stating that it probably should and would resolve in subject collections in cooperation right here in the state and more extensive union list of periodicals and also if eventually or even if not eventually, money will be withdrawn that there will be a direct payment for these research projects that are to be done.

We stepped from there to the tax relationships which revolved around the payment of services because the industrial community does pay a large amount of tax to the public libraries and to the public schools and yet in direct relationship except for educating people who will eventually work for them, their services from these groups are limited. We discussed this in relation to payment of service maybe such as Cal-Tech Research Associates Program. We stepped from there to the next logical step which would be the feasibility of long range reference services based on your loose knit type of situation where a group of librarians sort of cooperate, intend to know what is in each others collections and pass people back and forth to your computer cooperatives ranging from the state to a national scale. The only recommendation that one person made is that possibly in relationship of industry to public library would be that in certain areas they requested the public library to try to build a collection that would help a group of industries in that area.

DALTON: Is this our goal today?

MARIE BOERUM, Fresno County Library: Some of what we discussed I'll skip since it was discussed in the other two groups and we agreed heartily on many of the things that have already been said. In working toward this meeting, I happened to notice a book by Charles L. Hughes, Goal Setting; Key to Individual and Organization Effectiveness, published by the American Management Association and I think sometimes it does some good to read something out of our own jargon written for the people that we serve. This is written of course for the businessman. You might find it interesting to scan and see what a business man thinks should be a way to arrive at our goal. One of the points made that I liked best is that we should be goal rather than task oriented. But it is a book that I would recommend at least skimming.

One of the first things we talked about is how to anticipate the informational needs if this is our goal. One idea which hasn't been discussed--is to read the newspapers. Mr. Maupin in the group on Tuesday indicated that many of us do not read the financial page--don't skip it. Someone suggested that you make a study of the directories of the industry in your community, contact and get to know your Chamber of Commerce people, they can help you a lot. In steps to consider in implementing our goal one of the first things that's going to have to be done in many libraries in the State of California is a change in administrative policy--on the highest level which will mean a re-evaluation of budget in many cases. In many cases, we are going to do the selling to our administrators but one thing that is a very big factor is our goals and the feasibility of the goals we've set.

We've also discussed the need of a chain of library referrals. One thing that we did mention that is different is that sometimes the librarian can get information from a source that an individual cannot; in that case you would not refer the question, you would make contact yourself. And there are cases in which the business firm considers what he wants to know as confidential, he doesn't want anybody to know he wants to know. In which case you can do a better job for him and for his business than he can do himself by doing the actual contacting with the other source rather than referring him to that source.

We discussed for a man from business and industry whether or not we should do for him or expect him to do after we hand him the materials. Here there is a little difference of opinion, probably because we all face the problem of staffing and time. But we did agree that this is a goal that is not in the every day to day work always practical in every library but is something that we should strive for. It would depend on the nature of the question, how technical it was whether it was in our capability to do it or whether it should be referred to a high and more technical library. And also know other libraries in your community and what's available. We discussed a little of whether we should translate and got into the idea that maybe we should know where we could get translations such as to go to the Special Libraries Association directory of translators and translators services, check with the national translation center at John Crerar Library. It is a pretty tricky business for most librarians to translate as we may not know the technical jargon and make a very serious error.

We also touched on the fact that it's possible in the State of California, that we need to do a little selling job with the school people. In many of the communities here in California, school libraries are not assuming the responsibility and the public library is hard pressed to serve industry because they are spending much of the time doing what a good school library should do. It may be to reach our goal, we are going to have to do a selling job and convince the community that a school library is the first contact for the student and not the public library. And then maybe if we accomplish that we could reach for these goals that we are talking about today. All school libraries are not serving the student to the extent they should. But we are in agreement that it is desirable to give service to industry and that not all of us are doing it. It is a goal that we should strive to reach. We should indicate our willingness to the patron who comes in to go further than we could in our own local situation.

DALTON: The A group of Publicity in Public Relations.

HOWARD SAMUELSON, Santa Ana Public Library: I think our group was more general and disjointed. Most of our time was spent discussing specific public relations techniques that can be used to promote library service to business and industry. I'm afraid that most of the ideas that we came up with were rather traditional and that we had a few ideas that were sensational or earthshaking. It was felt that the first step is to make a survey of local businesses and industries or a directory or file which would be a basis for any publicity or public relations campaign. It would be used for any mailings that were made. Some of the publicity promotion techniques that were mentioned included booklists, bookmarks, and new acquisition list and it was felt that it was important to annotate the list. Lists of titles are frequently just discarded. Promotional brochures calling attention to the business services were a possibility. You can make direct mailings to direct business publics in a community. One library mentioned that each year during National Library Week, they mailed a kit of half a dozen specific items calling attention to the business service. Try photocopying the title page of specialized journals and send this to a specific business in a community. Use radio and television, newspaper features and news items. Talks to business or service groups are a possibility. It was mentioned that the Tulsa Oklahoma City-County Library has a program of seminars and coffee hours called FOCUS which is used to highlight the business services of the library and call attention to specific materials of interest to a certain local business. It was mentioned that the Metropolitan Cooperative Library System which is a group of libraries, including Pasadena and Pomona is using federal funds to make a survey of the library needs of a business man of the area and the attitudes of these businessmen regarding the public library and library service and the results will be used to make changes in the present business service and to direct future long range planning of this service. We felt that this survey, when the results are available, would be extremely helpful to other public libraries offering business service. All important in the libraries' public relations efforts is high quality service and interest by helpful librarians. It was felt that it was important to make business aware of the fact that even if you don't have the material you know where it is available and can get it for them. In conclusion it was emphasized that publicizing business services is a slow difficult continuing building process. Personal contact we felt was the best bet but don't overlook other techniques and it was hoped that increased cooperation between different types of libraries, university, college, school, special and public increased State and Federal support of cooperative library systems will in the future improve service to business and industry.

DALTON: The B part of Publicity and Public Relations.

ELIZABETH M. WALKEY, Bell and Howell Research Library, Pasadena: Well we certainly wandered all over the map; we touched many of the things that have been mentioned by the other groups. Our group also was

3

reminded of the corporate industrial personality--these personalities are as different and thus their information needs differ equally so that the public relations approach to serve these needs must be extremely versatile and creative. We must be even aware of unseen forces at work. We discussed the fact that while companies may be easily interested if they see an announcement or they hear of a personal approach regarding your service, there may be other companies deeply immersed in proprietary matters and don't even want the man across the hall to know what they're doing, let alone the public librarian that they would have to contact to get more information; so these are things that would have to be considered.

Members of the group discussed what they are doing, could do or should do to better serve and satisfy industry with their available resources. Arcadia and Monrovia Public Libraries for several months have been creating business alcoves for newly acquired business resources and services and their public service staff members are visiting local business men to explain the services and resources available. They have also been using newspaper publicity on these programs. South Pasadena Public Library has been doing some cooperative work with Stanford Research Institute Library and is going to Pasadena Public Library by teletype for mutual services but is still not quite sure what particular segment of the industrial public they should be serving in their rather small community. Bunker-Ramo encourages students and other laymen to use its special library and it has prepared mailing pieces on its program.

We had several suggestions made that public libraries need to approach publics new to them. First the special librarian on how the public libraries may amplify their service through specialized resources and collections such for example as vendor catalog or specifications in standards collections, rare journals and unusual material that not too many libraries in the area would hold. The second public to be approached of course is the individual laymen in industry. It was suggested that a viable public relations program is needed to make clear to industry that information is not necessarily a free commodity and that useful information can seem expensive but really costs very little compared to the cost of not having needed information. It was felt that more careful cost benefit techniques are needed by all libraries. We had special libraries academic and public represented in our group. It's felt that improved cost benefit techniques are needed in talking with the various contact and also with our management.

It was also suggested that as public libraries assemble specialized collections for industry of course attempting not to duplicate specific material within a local neighborhood. That this data could be immediately put on to punched cards so that as the collection is being built it is also being stored for retrieval and within six to twelve months after the beginning of such a program copies of a computer print out directory to be available to special libraries and so on in the area. And again we got back to the fact that we felt public relations must work hand in hand with good business management techniques in publicizing the benefits of information service.

DALTON: And now we move to Information Analysis Centers.

MARY JANE SCHMELZLE, STSA at UCLA: We were fortunate in this group in talking about federally supported information analysis centers to have someone who had worked in such a center at the EP.I.C. Center of Hughes Aircraft Electronic Property Information Center. We were fortunate to have someone who could tell us something about how these information centers differ from libraries and the way in which they produce the new materials which they construe to be the difference between their services and those of the libraries. The information analysis centers differ from one another a great deal also. But in general the description that Mr. Schafer gave us is similar to the manner in which most of the centers operate. The principle emphasis is upon analysis. They construe their distinctive service to be the analysis they make of literature and reworking all of the information they gather from many sources into a new package of information which is tailored to the users' needs. Mr. Shafer explained to us the way they do in-depth indexing and cross referencing to make all the materials on this very specialized subject available in its most intense form. This is the way in which the centers in general operate. I would say they differ from libraries in the manner in which they emphasize a very narrow field of special information where those of most libraries are concerned with at least a general broad coverage even it it's on a specialized area, like business or childrens library. Then we were fortunate to have another librarian in our group who has used an information center. The librarian of the Jet Propulsion Laboratory has had experience with soliciting information from the centers, sometimes buying it, he told us just as other patrons must buy from some centers. The centers vary a great deal in the degree in which the services are offered free to anyone who has a need to know or who belongs to the technical community. But in general if you can establish a need the information may be available without charge or just a charge that covers cost and some of them we think make money.

The others in our group were public librarians and I am in a sense a public librarian to the Fresno County Library. The others in the group had the same reaction that I had when I was asked to think about these Information Analysis Centers--that the centers were too technical in most cases to be likely to be able to be appropriate place to refer their patrons becsuse their patrons in general would not need such highly technical information. So I was able then to tell them as I would like to tell you for those of you who are not familiar with this that this directory which is put out by the Federal Council for Science and Technology is available from the Clearing House and carries its PBD number and has been displayed on the table. Here is the latest directory of over 100 information analysis centers throughout the United States covering a wide range of subjects and kinds of materials in which they specialize. I think it is true when you look at the subject index that many of them are not likely to have the kind of information that would be sought by patrons of business and industry to the public library, however, the number which are directly associated with the Department of Defense, AEC and NASA are spoken in number as the upper 20's like 28 or 29. The figure always varies, depending on which day you read it. So out of over 100 that means that many of them are in fields outside of the highly technical ones that we think of Aero-Space and similar and would perhaps really provide a source of information for patrons for public libraries who are seeking business and technical information, that is in a field less than going to the moon. Cryogenics is one, they include ERIC whose Information Research Centers are inumerable and might serve industry questions where people are concerned with techniques in education and materials and so on. They include agriculture as an analysis center like this. Many of us who are familiar with the services of the census bureau in general might never have thought of it as an analysis center but they do provide this kind of analysis of some of their unpublished data and other services so I was glad to mention to my group and to the rest of you who may not know about this directory. In thisway I gain a great cost benefit for all the work I went through to find it because there hasn't been a recent one for a long time. This one published in April of 1968, I'm prepared to assure you it's the latest and most comprehensive. There are separate directories for those centers which confined to AEC and NASA exclusively. I thought my group was glad to know about this and I hope some of you will be too.

We talked about the difference between the information specialist who analyzes the information in the centers and the librarian who sometimes interprets material for their patrons. The consensus in our group was that the fact that some of these eenters charge for their services is appropriate in industries in general if the information they are going to get is going to be useful and profitable to them, they are not deterred by the fact that there is a charge. But the government provides a great deal of free service and some are available without charge to groups described as the technical community so it sounds like something that if you wrote on your letterhead they would provide the service for you. We talked about the changes in the role of the librarian if they undertake to make use of centers like this, either by referring patrons to them or serving as a middle man. It was our feeling that the role of the librarian is expanded by the existance of centers with information of this sort. As they are all new and enlarged resources so that we won't have to work less hard because these exist you'll have to work harder because there is so much more to be known. The resources, which are in the present emphasis of technology transfer, and the public libraries have a role to play in being a source through which this dissemination may take place. In talking about the contrast between information specialist and librarians I told them about my experience in calling an information analysis center near us in order to talk a little bit about their service and have some description of it. The gentleman with whom I was talking was telling me their service is on a fee basis and was glad to describe it to us, interested to know that we were going to talk about information analysis centers and when he had given me the information I had called him for he said he was interested that we were going to speak of their services and that I had called to ask about him. He said he found in his work, which is selling his services, that they were frequently having to reassure apprehensive libraries that they weren't going to be displaced by an information center. I told him that the libraries I was affiliated with in this project were not that apprehensive.

DALTON: Now we'll have the Patio Group which was concerned with Interviewing the Patron.

NORMAN CRUM, General Electric TEMPO, Santa Barbara: Well we had a very diversed group. Each one of the group explained the nature of their customers and I suppose most of our group were connected with public libraries in one way or another, but we also had some of the R & D community, some from county library regional centers, some from Cal-Tech and California State. I would like to sum up and provide a framework for what we discussed by using this report that was highlighted in this morning's session. Because everything we said, with very few exceptions would fit into the framework which Robert Taylor provided in his report. Two main ideas emerged, one the different stages that a customer, a library user goes through from the time he first recognizes an information need until the information need is expressed to the librarian. Robert Taylor calls these the cue stages and the first one is the cue one which is the actual need. The actual need which is really a physiological need. That cannot be identified really but it's there. Cue 2 is the conscious need within brain description of the need for information. And cue 3 is the formal statement of the need. Cue 4 is the question as it's presented to the public librarian, university librarian and so forth. Now the hang up for most librarians occurs between Cue 3 and Cue 4 and we spend quite a bit of our time in telling how to get from this stage, Cue 3 to Cue 4 stage. If you except at face value the question which is presented to you at the reference desk I think 90% of all of you would say that this can be very misleading that is the Cue 3 stage. He wants the book on California Birds and you go to the shelf and get it for him and you find out that all he wanted was the title or he wanted a picture from it or some other real reason why he wanted the book. So you can spend a lot of time analysing the interrogation process by utilizing the framework of the cue stages that Robert Taylor has presented.

As a second part of our discussion we went into the different filters which the librarian takes the customer through. Now I know that many of you are saying, you're getting too complicated with such a diverse group as this. But I don't care what library you work in, you can apply the cue concept, you can apply the filter concept which I'm going to give you now. It's been found that any question involving negotiation, any question that cannot be answered in a quick fashion, in most cases it's taken through 5 steps--or filters and the first one is a subject definition, you work out with the customer to know really what he's talking about. Oceanography or whatever subject, you define the subject, and secondly, you find out what his objective or motivation is. The answer to the question of why, "Why do you want a book on California Birds?" Or "Why do you want this report on Oceanography?" And third the personal characteristics of the user, does he have a PH D in chemistry, is he a blue collar worker and other characteristics that will help you provide the right level of response in materials or information of the customer. And then four, the relationship of the inquiry description to the file organization. We spend quite a bit of time in a group in trying to outline some of the short cuts in getting the language of the customer to an understanding of it by us to translating that into the subject headings into the file organization of the library and then number five the anticipated or acceptable answers. Mr. John Doe library customer comes in and he has perhaps an image of what the library can or cannot do. He has a feeling that the librarian behind the desk can do so much and no more perhaps. Well, this is very important. If you can get some idea of the expectations of the customer then you can come a lot closer to satisfying his real information needs.

We covered a number of other points either related or on the periphery of what I've said. One is the problem of intermediary of the secretary of the person that Vice President Jones sent to get information from the library. But we did not have time to really develop any magic formulas in the negotiation with the intermediaries but simply the fact sometimes we have no choice--we have to work through an intermediary. Sometimes we can bypass if it's done with discretion. Sometimes we want to work through a favorable librarian in the company situation. We brought up the idea that one of the best ways to sell the customer on our service is by the provision of a sample of information or materials right there and there before he leaves you, this is an in personal negotiation. Rather than providing a review or bibliography, if we can provide him with something that's a take home piece of information, some bonus for having stopped in at the library then we will have gained, very likely, a good customer.

We considered the responsibility for the education of the customer, that is, what is the librarian responsiblity in clueing the customer on how he can interrogate a library. Or should the responsibility be largely with the scientist or engineer or business man. And that was perhaps the most contraversial subject that we got into--there seemed to be no consensus and there was an opinion, however, that this would have to be divided between the two. But it is crystal clear that the librarian has a large area of responsibility in educating the customer because it comes down to our being willing to get on the other side of the fence with the customer, meeting him on his own territory and removing the stereo-type concept of library service where someone is seated comfortably behind a reference desk and there is a barrier between the customer and the librarian. It was highlighted that the importance of the setting is the first encounter with the customer. Extremely important is the service attitude of the librarian at this stage and related to this was the concept that perhaps eventually we can train ourselves on video tape, see ourselves in all of our glory or not such glorious moments in our encounters with the customer at the reference desk or on telephone.

The terminology problem was embroidered somewhat in that there were some very good ideas presented on how you can ease the customer in getting in step with you on the terminology use in your library. And,. of course, the old time but still a very good technique of consulting an encyclopedia to give you time to find out really what the customer is talking about before you start to search. In summary I might say that we feel that this workshop has taken a good step forward in the role playing which we had this morning with excellent participants and we feel that other steps could be taken in the interrogation area that it could start providing or thinking in terms of a frame work of the stages of where a customer is when he comes to see you and how you take him or try to work with him through these different stages then we will have made what I consider a very great step over the near learning about reference tools. So I want to thank all the participants who added to this workshop.

SUMMARY AND CONCLUSIONS

DALTON: What we said today about library service to industry included several words, such as public relations; these are vital words in service to industry because informational service to industry must be a part of your public relations from the reaching out from a personal or institutional basis to industry to the interviewing of the man from industry to the producing of the information. These are all public relations. There is definitely a need to know on the part of industry and definitely the library is the place where the information is.

Communications is another word that appeared today. These are vital to any informational service whether we are talking of person to person or in person contact or whether it is a visit to the library or whether we're using the telephone, telex, TWX facsimile transmission, should you be so fortunate as to have it. It was pointed out that the man from industry must be able to communicate with the librarian and the librarian with the man from industry--in other words, they must negotiate the question. I think a word that we would use here is understanding. Determining the groups to be served in a community and to communicate with them is another part in the communications picture.

Of course, resources are always necessary, and not all of the resources are books or periodicals, but as you heard today they include suppliers catalogs, news releases, newspapers, or as was pointed out at UCLA, they now have a technical report room. People are resources--specialists within the company, authors contacted and other librarians because librarians who know librarians know more than librarians who don't communicate with other librarians.

Within or without the library, referral centers are important; the emphasis was placed on referral centers to which libraries can turn to provide the service to the man from industry. I'm sure the day is gone where we do not expose our ignorance, or do not hesitate to expose our ignorance to other librarians. It's not only the man from industry to whom we're afraid to expose our ignorance.

Services differ as to what can be provided but I would say that there is no library represented here that cannot provide some service. It is true as pointed out that in some public libraries the service is in its infancy but the potential is there. I don't know at what level you'll provide the service but the potential is there.

Most important seems to me is the interdependance of libraries, the exchange of information, the exchange of materials and perhaps the exchange of staff, because it has always seemed to me that the way to know a library is to be in a library to work in that library otherwise you only know about a library. This is all important in the program of library service to industry. And the end result I think we must always remember is to provide the answer to the question at the time that the person needs it. No library can really go it alone in providing service to industry. FRESNO FACTS AND TRENDS put out by the Fresno Chamber of Commerce carried an article by Ed Plummer which described the STSA Project as it was carried out in Fresno, and certainly the interdependance of libraries was brought out there.

There is also a need for awareness. You must be aware all the way through in providing materials to industry. Again another important area that I think has been mentioned but I think need stressing is the continuing education of librarians and perhaps a continuing education of the patron also. It was pointed out that an engineer becomes obsolete in five to ten years; I would guess we're going to become obsolete too unless we keep up to date with all that's going on. The workshop today is fine as far as pointing out the need for service to industry, but its only a very much of a beginning. One workshop will not change the course of events but continuing workshops on a smaller scale or perhaps on a larger scale will continue the education of the librarians and seminars for people who are in industry will increase their knowledge of the availability and accessibility of information. Librarians do have the opportunity to place the findings of science usefully in the hands of American Industry. In an article in a bulletin on the STSA Program this was a closing paragraph. "The tenor of our times demands a production of reports, releases and miscellaneous publications who's purpose is to disseminate new learning to those who can use it. Here at the point of communication lies the rub. Impelled by a need to know, tomorrow's confluence of industry and industrial research can be much more productive. Not all of the attempted solutions will be successful. But the least benefit gained from a failing effort will be an increased mutual knowledge. Other means for the distribution of vital information can be opened and can be maintained if the desire to know is present." This will conclude our workshop, we thank you all for coming--we had a good time too! The proceedings will be issued and will be available to the people who attended it and hopefully to others. It has all been taped and I do thank you all for coming.

PALOS VERDES WORKSHOP March 21, 1969

PROGRAM

PALOS VERDES WORKSHOP ON LIBRARY SERVICE TO INDUSTRY

Palos Verdes District Library, 27650 Deep Valley Drive
Friday, March 21, 1969

9:00-10:00 Registration (Coffee and refreshments served by Friends of the Library, Palos Verdes District Library)

10:00 Opening of Workshop
Welcoming remarks -- Mrs. Constance Janssen, Assistant Director, Palos Verdes District Library
Introduction of Panel Members -- Mrs. Phyllis L Dalton, President of California Library Association and Assistant State Librarian, California State Library
Panelists:
Mr. Charles B. Jackson, Managing Editor, Oceans Magazine, La Jolla
Mrs. Johanna Tallman, Head, Physical Sciences Libraries, University of California, Los Angeles
Mrs. Nadine Greenup, Coordinator, Black Gold Information Center, Santa Barbara Public Library
Mrs. Mary Jane Schmelzle, State Technical Services Project Librarian at University of California, Los Angeles
Mr. Lee R. Magnolia, Literature Research Services, Technical Information Center, TRW Systems Group, Redondo Beach

10:10-11:10 Panel on Library Service to Industry

11:10-11:30 Discussion between Panelists

11:30-11:55 Discussion and Questions from the Floor
Moderator, Mrs. Phyllis I. Dalton

11:55 Announcement concerning Lunch (Printed list of restaurants in the vicinity included in the packet distributed to attendees at the Registration Desk)

12:00-1:30 Lunch and Examine Exhibits

1:30-1:50 Speaker:
Mrs. Phyllis I. Dalton
Topic: State Technical Services Act and the California State Library's Pilot Project

1:50-3:00 Seven Discussion Groups Meeting Simultaneously on Five Different Topics

Topic #1 -- Role of the Reference Librarian & Information Specialist
Group A -- In Auditorium
Leader: Mrs. Nadine Greenup, Black Gold Information Center

Topic #1 (Continued)
Group B -- Technical Services Conference Room
Leader: Mr. Alfred Maupin, Development Research Associates Library, Los Angeles
Recorder: Renee Soiffer, Palos Verdes District Library
Group C -- In Staff Conference Room
Leader: Mr. Eugene Pike, California State Library
Recorder: Miss Irene Liebenberg, Riverside Public Library

Topic #2 -- Our Goal Today -- in Auditorium
Leader: Mrs. Marie Boerum, Fresno County Library
Recorder: Miss Rosalee Wright, Engineering & Math Sciences Library, University of California, Los Angeles

Topic #3 -- Publicity/Public Relations -- in Director's Office
Leader: Mr. Edward Plummer, Fresno County Library
Recorder: Miss Hope Smith, Naval Civil Engineering Library

Topic #4 -- Information Analysis Centers -- in Auditorium
Leader: Mrs. Mary Jane Schmelzle, STS Project, UCLA

Topic #5 -- Interviewing the Patron -- in Auditorium
Leader: Miss Mary Schell, California State Library
Recorder: Miss Josephine Williams, Palos Verdes District Library

3:00-3:30 Break

3:30-4:20 Summary Report by Leader or Recorder of Each Discussion Group

4:20-4:30 Conclusions and Summary
Mrs. Phyllis I. Dalton

EXHIBITS of special materials useful to librarians serving industry with California State Library personnel on duty to discuss with workshop attendees:

Miss Mary Schell, Supervisor, Government Publications
Mrs. Janet Bergman, State Technical Services Project Librarian at the California State Library
Mr. Eugene Pike, Supervisor, Reference Section

Note: Majority of the EXHIBIT materials loaned by Mrs. Johanna Tallman, Head, Physical Sciences Libraries, University of California, Los Angeles.

PALOS VERDES WORKSHOP

March 21, 1969

ATTENDANCE

Public Librarians	39
Special Librarians	22
College and University Librarians	10
Man from "Industry" Charles Jackson	1
TOTAL	72

LIBRARY SERVICE TO INDUSTRY WORKSHOP

PANEL

***BOERUM:** The Fresno Pilot Project for the State Technical Services is trying to develop a service to industry. Eight years ago Fresno had a small business collection. In eight years the collection has built up. This STS Project makes possible a new approach to industry. Within this project sixty percent of the questions are handled locally and the rest are sent on. State Technical Services funds are for staff and communications only. The capacity of the librarians is increased by the use of nonprofessionals.

JACKSON: There are three areas for service by the library that support nature work of OCEANS MAGAZINE:

1) Information for the production of saleable items
2) Protective information--the library helps us to avoid infringing on others' copyrights
3) Conduct of collateral activities--the library is a resource for preparing speeches and participating in community affairs

In all of this work use is made of special libraries in the area (UCSD, Scripps, etc.).

TALLMAN: The University of California at Los Angeles Libraries are in a different position as they do not solicit industrial use. The reference staff can assist in the use of tools, but not in actual research--industry must do the digging for information. The extent and availability of the collection is the important aspect in a university library

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*Mrs. Marie Boerum, Fresno County Library, Head of Reference, sat in until Mrs. Nadine Greenup arrived.

MAGNOLIA: The company library also does not solicit users. The collection is available however. TRW is open from 8:30 to 5:30 and may be used free of charge. The user will be signed in and under surveillance. The classified material is not available. The unclassified NASA collection is available. The reference staff could help only in use of tools.

GREENUP: Vast resources are available through the cooperation of special libraries in areas--special libraries are becoming more accessible.

MAGNOLIA: Many are unaware of what is available through the federal government free of charge if you are on the mailing list; over 2,000 items are available from the federal government as shown in this one small reference book.

JACKSON: My industrial firm is diversifying into oceanics. I want a current bibliography about technical developments, industrial activities, and potentials in these fields.

GREENUP: We would supply an answer by using Readers Guide to Periodical Literature, Business Periodicals Index, Applied Science and Technology Index, N.Y. Times Index, and Index to the Wall Street Journal.

JACKSON: A physicist in my department has developed a certain type of instrument.

1) What would the market be for an instrument of this kind?

2) Could the public library give him a bibliography of companies manufacturing this type of instrument?

GREENUP: Yes, we would use such tools as the Thomas Register, Standard and Poor's, Standard Directory of Advertisers, because of their classified listings, these would give us names of companies currently manufacturing this product. We would also use the indexes to periodicals, through which we would gather articles covering recent developments in the field. Some of these articles might lead to other sources of information.

JACKSON: How much work is the public library willing to do free of charge?

GREENUP: It would depend on the staffing in the public library. If a library in our system cannot do it they would feed the question on to our information center and we would make every effort to answer the request.

JACKSON: Is there a guideline for determining what is a reasonable request?

GREENUP: Anything asked is a reasonable request.

ATTENDEE: I have had good luck with the public library, but only if I am willing to do the work myself.

SCHMELZLE: The State Technical Services Project is now limited to

Fresno. If a request is handed on to the State Library or to UCLA the answer will be forthcoming promptly.

ATTENDEE: (Comment from a reference librarian at UCLA) A university gets many requests from off the street--refusal of service gives a negative attitude. We know how the library works, the public does not. Public Relations would improve by showing that libraries just don't have the staff that is necessary.

JACKSON: Can you translate a three page German letter?

TALLMAN: At the university the foreign language departments may translate for a nominal fee. We do get quite a few requests like this. We usually check to see if a foreign article has been translated. The Engineering Library keeps a file of local translators.

JACKSON: Does TRW have a staff of translators?

MAGNOLIA: We have one translator on the staff but she is reserved for services to our Patent and Intelsat offices. We do maintain a file of translators. We couldn't translate the material for you but could refer you to outside translators, who charge for their services.

ATTENDEE: The John Crerar Library has such a service.

JACKSON: This letter represents an order for merchandise and I need the translation in eight to ten hours, so I cannot wait for mail to and from Chicago.

Here is another question--My research staff has written an article on submarine salvage, but I want to strengthen it. What information can you find in trade, press, and popular magazines since 1961--the "Thresher" loss was in 1961. Start with UnderSea Technology.

TALLMAN: At the university level we do not stess trade, press or popular magazines. You should go to the public library for that type of material. However, if you want more specialized technical material we can use a number of specialized indexes. For example, if you have an article on a subject and want to find out what more recent articles have cited the original article, we can use the Science Citation Index. This now covers a wide range of scientific and technical journals and is very useful to carry a bibliographic search forward through the linkage provided by citations. Another new index is Pandex. This is partly computer-generated which makes its coverage quite up-to-date. It is based on modern information retrieval techniques which makes searching by correlated subjects quite easy.

MAGNOLIA: Would you be interested in contacting others doing research on the subject? If so, we would refer you to the National Referral Center, a free referral service.

John F. Price, National Referral Center,
Library of Congress, Washington, D.C. 20504
Phone: 202; 967-8265

This is an example of a question that can be answered by the service: "Where can I go in the United States to find who makes iron-bound wagon wheels?"

JACKSON: Warren Magnuson is coming to California to meet civic leaders.

I must introduce him so I want information on what he has done legislatively and what his interests are. I'll send my secretary to the public library to get this.

GREENUP: The Congressional Quarterly Service is a good starting point on legislative activities. This would give us Mr. Magnuson's voting record, committee assignments, etc. We would pinpoint specific legislative interests--we would then search in the N. Y. Times Index and periodical indexes for additional articles covering his activities in these special areas of interest.

JACKSON: I need research on campaign speeches--pro and con. One thing I'm asking is, what connection is there between actual business programs instituted as a result of legislation?

MAGNOLIA: I would refer you to UCLA.

TALLMAN: For this type of material I would refer you to the reference desk in the University Research Library. Also the Government Publications Service could provide actual government documents on such subjects. For business aspects you should also see what the Business Administration Library has to offer.

JACKSON: I am speaking to the Rotarians in Rhode Island. I want to know what's happening in New England--what Claiborne Pell has accomplished in the last three years? How would I relate the "doer" to an abstract legislative concept?

SCHMELZLE: I would examine PAIS and I might have to go to the University

Research Library. I want to emphasize the importance of catalogs in the specialized collections. At the California State Library the index to government publications is an example of enrichment possible through library cooperation--the State Library answers subject requests from other libraries. The STS project is experimenting with the feasibility of this type of cooperation.

MAGNOLIA: TRW library is highly specialized in their interests so we would make use of UCLA resources.

JACKSON: What types of innovation are you planning to speed access to the information?

TALLMAN: Budgetary limitations prevent us from doing any specialized type of indexing for our library. We must depend on what other agencies do--publishers, information centers, other libraries, etc. There are now available many specialized and well-organized indexes covering most of the scientific and technical literature.

JACKSON: (Directed this to Magnolia) What do you see as faster means of location and retrieval of information?

MAGNOLIA: The Technical Information Center is not automated. We have a large software center at TRW. We may have remote computer terminals as our capability is developed. Library data might be included in one to two years. Anyone will be able to interface with this system--terminals might be in the Information Center.

DALTON: Does this mean that the man from industry will get an end result from this library cooperation?

GREENUP: Yes, the man from industry would most certainly be helped by cooperation--whenever possible we call or TWX to the appropriate source. However, we use the Special Libraries Directory which pinpoints specialties. We do not draw the line at libraries, we contact businesses, consulates, etc. and they are usually very cooperative. The big problem is in getting the actual material. We go to the source for this if it is in the area. What if it is out of the area? That is the problem. We are not using facsimile transmission. We do not have the answer as to how to speed up the acquisition of actual material.

DISCUSSION

DALTON: For industrial people, is the source enough?

JACKSON: An accurate statement of the source is sufficient.

DALTON: Supose the publication is in Sacramento or Las Vegas?

JACKSON: If it is important, I'd send someone to pick it up. If not urgent, I would use mail.

TALLMAN: UCLA does not circulate periodicals; so issues are available for copying by Xerox. Minimum charge for mail orders from industry is $5.00.

GREENUP: If you are willing to wait a couple of days, the public library can gat it for you cheaper.

DALTON: Some people say the speed of facsimile transmission is not needed.

JACKSON: Under some circumstances, industry will need to know immeciately by facsimile transmission. Every minute of delay might cost money.

DALTON: Some users need information at once. If you can't produce it, they go somewhere else.

JACKSON: I think in 10 years facsimile transmission will be a foregone conclusion.

GREENUP: If facsimile transmission were as advanced as TWX is today, it would be a wonderful thing.

JACKSON: As the owner of several copyrights, I'd be delighted to send you a request for material in one of my journals, and sue you if you send me a Xerox copy.

DALTON: One copy may be reproduced for research at cost.

JACKSON: My journals bear an imprint: No copying without permission.

DALTON: We wouldn't give you a copy then.

TALLMAN: The publisher of one journal ordered by UCLA, as UCLA to sign a statement that we would not allow copying or make the journal available to anyone who would reproduce it. UCLA is not receiving the journal because we cannot sign such a statement.

DALTON: Mr. Magnolia, how do you speed up service?

MAGNOLIA: We send a car to pick up material, in cases where the need is urgent.

DALTON: In using the telephone, do you have any problems--misunderstandings?

MAGNOLIA: We prefer that requesters come to our offices where our reference files are immediately available to them.

DALTON: What about the others on the panel?

SCHMELZLE: In making a request by telephone it depends on who is on the other end of the telephone--whether you have confidence or not in the service received.

GREENUP: I'm for paper if we can get it, at least for the initial request. Persons are apt to be more thorough if they are writing something down. We use TWX a great deal.

TALLMAN: We are more often on the giving end of information. Many of our requests are a matter of identifying a particular publication, supplying bibliographic information.

MAGNOLIA: One problem we all have is getting a request through an intermediary. At TRW, I've found there is only one thing to do--go to the person who is going to use the information whenever possible.

DALTON: How do you keep up on information--what methods have you found useful?

GREENUP: Individually, we try to keep current through our personal reading. Often staff members are assigned a subject to keep up on. We sometimes go through magazines as issues are received to make notes of articles of interest. We also turn to specialists in the field, outside the library.

MAGNOLIA: I don't keep up. I try. We have a program that requires that we go through 500 journals, and individuals are assigned certain ones. The main way we keep up is through briefing meetings. We have an SDI program for key personnel, and I scan material for this program.

TALLMAN: For the selection process we keep up with what academic departments are doing, new courses and research programs. All new books as they are cataloged are put through the reference office for the reference staff to look at. They make notes of new reference books which may go into the list of New Reference Books at U.C.L.A. We make a list of the new periodical titles received, and the reference staff looks at the list.

SCHMELZLE: In the State Library new issues of journals are routed to sections, new books and new government publications are also routed. Nothing can take the place of routing and looking at publications--it is well worth the time.

JIM KIRKS, Arcadia Public Library: What about using military libraries?

GREENUP: We have used them, and they have been most helpful. We recently received assistance from the U. S. Army Library in San Francisco.

HOPE SMITH, Naval Civil Engineering Library: Our collection is available to the general public. Recently we sent out a letter to public libraries telling them so.

MAGNOLIA: We don't loan because of the needs of our staff. But if we have something unique, we will work something out to make it available.

MAUPIN: We don't loan either, but we'll copy almost anything for nothing. A development of recent years, among banking libraries particularly, is that interlibrary loan is little used, usually there is not time to write--we use the phone.

DALTON: More libraries are getting TWX and Telex--the State Library has both.

ROSALIE WRIGHT, UCLA: Mrs. Tallman, please comment on government research reports; not all are available, nor is the TAB bulletin.

TALLMAN: We were notified by the Defense Documentation Center to remove its unclassified Technical Abstracts Bulletin (TAB) from the open shelves, so we put it behind the reference desk. We were also requested to restrict its use to engineering staff members who are working on DDC contracts (the basis for our receiving the TAB in the first place.) Recently some agitators on campus became aware of this "secrecy" and objected that we were not allowing them access to information about what their government is doing in relation to military research. Since the bulletin was not classified information why could they not see it? Complaints were made to the UCLA security officer, but his only concern was that we did not store classified information. However the Assistant University Librarian for Public Service was concerned that we were restricting access to publications officially part of the University Library collection. This dilemma was resolved by removing the set entirely from the collection. The problem has been referred to the Government Relations Committee of the Special Libraries Association to see what can be done. I don't see any reason to keep this information away from the public area. If there are any foreign agents interested in U. S. government research they no doubt have already had previous access to this publication.

CHARLOTTE GEORGI, UCLA: I was interested in Mr. Jackson's question. How muuh can I get for free? My thesis is that what is of value is not free. I'd like to urge that people write legislators in support of funds to libraries to give the kind of service they should be giving.

JEAN MILLER, Beckman Instruments, Inc.: Could you explain a little about the SDI program?

MAGNOLIA: There are 75 recipients of SDI materials. A computer is not used. For the level of service we are providing a manual system is cheaper. We have a combination of sending publications and announcements of materials and the recipient replies if he wants material in some cases. There is a charge to the individual's budget if a copy is supplied.

AUDIENCE: Is anyone using tapes?

MAGNOLIA: We are hoping to get NASA tapes, and would like to be using them within two or three months.

LINDA MORRIS, Santa Monica Public Library: In our library we often suggest that the inquirer try a special library. I wonder if we are really providing good service by doing this? Whether many persons go to the special library?

JAMES H. KIRKS, JR., Arcadia Public Library: I think a library should get the material for the patron.

DALTON: You have started a business service in Arcadia, haven't you?

CELINE WALKER, Aerospace Corp.: We are eager to cooperate with public libraries. Individuals should request through their public library usually.

FLORENCE POWER, Pasadena Public Library: You have to refer the individual because so many libraries don't lend.

DALTON: Are periodicals the main problem?

ROSALEE WRIGHT, UCLA: When we stopped circulating periodicals, our periodicals were then available all the time. We had complaints before because the periodicals were out.

BOERUM: We talk so much about borrowing, but we answer so many questions outside the library field. We go directly to an association or manufacturer. One has to use judgment as to whether to refer patron or get the information for him. Some firms ask that the request be kept confidential. If a firm made its own request, it might be deluged with salesman trying to make a sale.

MAUPIN: I want to ask Mr. Jackson--if you were an agent of a brokerage firm, and you made a request of its library, you would be charged--would you be willing to pay a public library?

JACKSON: Yes, I personally would.

TALLMAN: Many industrial firms would be willing to pay the university. The regents so far have not approved charging but are considering this because of budget cuts. Requests for service might exceed the amount of money paid.

LIBRARY SERVICE TO INDUSTRY

PALOS VERDES WORKSHOP

TOPIC	GROUP	LEADER	RECORDER	ATTENDEES
#1 ROLE OF THE REF. LN....	A	GREENUP	GREENUP	10
#1 ROLE OF THE REF. LN....	B	MAUPIN	SOIFFER	10
#1 ROLE OF THE REF. LN....	C	PIKE	LIEBENBERG	10
#2 IS THIS OUR GOAL TODAY?		BOERUM	WRIGHT	12
#3 PUBLICITY/PUBLIC RELATIONS		PLUMMER	H. SMITH	12
#4 INFORMATION ANALYSIS CENTERS		SCHMELZLE	SCHMELZLE	12
#5 INTERVIEWING THE PATRON...		SCHELL	WILLIAMS	12

Topic	Group	Leader	Recorder
1. ROLE OF THE REF. LN.	A	GREENUP	GREENUP

Is information specialists a better term than reference librarian? Is the information specialist in fact a subject specialist? Most librarians are generalists, not specialists--is this perhaps a virtue?

Information can be general or special--the business man wants information, not guidance to the sources--must we then all become specialists to satisfy our business community?

If, as librarians, we claim to be information specialists, we had better be able to live up to the term.

Do we need to educate the business community as to our function or change our function?

It is essentially a public relations problem--we need to demonstrate that we are specialists.

Perhaps we need to change our methods rather than our title. It was suggested that we might call ourselves "information retrieval specialists".

We need to develop more efficient means of cooperation to make available all resources of information.

There was general agreement that change of title is of no particular value without upgrading our service.

General Conclusion: It is not enough to define ourselves--we must prove our worth. The public doesn't care what we call ourselves, but rather what service we provide.

We need to upgrade our thinking in terms of the times--we must demonstrate our usefulness, whatever our title.

Topic	Group	Leader	Recorder
1. ROLE OF THE REF. LN.	B	MAUPIN	SOIFFER

The role of the reference librarian VS the role of the information specialist. What's their background and title? What's in a name--pay scale? Can the two work cooperatively together--one has to supervise.

Does it matter what a library is called? Information Center? It can matter, as public libraries are responsive to taxpayers. We should use a term the public understands.

What is the role of the information specialist? Some types were mentioned. A Translator or a librarian with a chemistry degree--but a good reference librarian is capable of retrieving information and should be recognized and paid as well as specialist.

If the libraries don't provide the information, someone else will. This brought us to a discussion of cooperative systems and of business cooperation among their own libraries.

SCAN, the Southern California Library Network was mentioned. It includes the Los Angeles Public Librarians from different subject fields, the Black Gold Cooperative Library System and Libraries of North American and TEMPO will be tied in. This is the first time industry and public library are cooperating. Should cooperating libraries hire specialists? There are never enough specialists and specialists can't be there all the time. A good general reference librarian is as important.

A good librarian acts as a clearing house--knows who to ask, where to go for the information.

Topic	**Group**	**Leader**	**Recorder**
1. ROLE OF THE REF. LN.	C	PIKE	LIEBENBERG

I. Differences in what an Information Specialist and a General Reference Librarian can do:

A. Information Specialists
   1. Digests information
   2. Gives out a summary or report of articles
   3. More limited subject area

B. General Reference Librarian
   1. Limited to library sources for specialized subject material and what he can find
   2. Know where something can be found; refers
      a. Could use directories of specialties and services
      b. Must know beforehand if the group to be referred to can really help

II. Question still unanswered--if private special libraries can really help someone from an outside because of such things as security checks.

III. Time lapse for a referred question between:
   1. Time question is asked at a place where it has been referred
   2. Answer found
   3. Material actually received

IV. What are sources in State? This is a question which really isn't answered yet and therefore is a problem to the general reference librarian because the librarian may not know closest place of referral.

V. Industry perhaps paying for services.
   A. Charging fee--person paying demands more
   B. Better to charge per item--problem with what to charge.

VI. Communication problem for general reference librarian and the person wanting specialized material as at times hard to get on the same level.

Topic	Leader	Recorder
2. IS THIS OUR GOAL TODAY?	BOERUM	WRIGHT

The need for obtaining information faster. We need more staff to interpret collection in depth--no answers on how to obtain the staff! More use of more non-professional staff to free professional staff. Libraries need to put more emphasis on serving industry and business. Will computers help in the future?

The staff will require experts in the fields to be served for in-depth information.

SDI or current interest profiles can be used; word of mouth publicity from one satisfied man in industry to another.

Supplying material: Anykind from anywhere.
Need more machines for microforms and printing.
Faster communication for requested material.

Common Goals of Reference Work

How do we anticipate and respond to the user requirements.

1. One problem is that industry and business tend to emphasize today's tasks rather than future goals.
2. The staff must keep up with what is going on in the world and communities--reading (on own time as well as work time).

   Involvement of staff in community projects--being part of the community--attending meetings (non-library).

   Meeting and talking to people in business and industry--Personal contacts.
3. Keep information files
4. Have people from business and industry come to talk to staff or to library meeting.

5. Be aware of such organizations as small business (organization).

6. Most libraries can only buy basic information in the field. Librarians must know sources of other in-depth materials.

What steps need to be taken concerning staff and resources? All felt that the library has a definite need for serving business and industry as well as children, students, housewives, etc. TO SERVE THE TOTAL Community. It is necessary to use all sources library and non-library for information.

	Topic	Leader	Recorder
3.	PUBLICITY/PUBLIC RELATIONS	PLUMMER	HOPE SMITH

In developing contacts with industry it was difficult to convince the individuals from industry that the public libraries can do anything.

State Library's annotated list "What's new in __________" and "Are You Keeping Up?"

California State's Bibliographies add at bottom: See your local public library--users prefer annotations.

Send the new additions to the library to a select mailing list.

Chamber of Commerce listing space.

Letters to local societies

Talks to Service Clubs

Talks arranged in advance to individual firms (at least they have to listen)

If you invite businessmen and three show up it is not effective timing. People don't realize the library will go out of the library to find information.

Librarians are literature-oriented and not information-oriented.

At what level should libraries work with industry.

The public relations man in a company is interested in selling his company.

Brochures of case histories of actual questions answered.

Public news media: Local TV; Film; 18 programs; newspapers; spot announcements

National Library Week was critcized for observing only one week and now have one day at California Library Association on Public Relations.

State Library consultant staff should have a Public Relations Expert.

Everyone on the staff represents the library. The library is oriented toward service so everyone is involved in public relations.

No question is foolish.

Business can serve the library--cookery courses in the library draw people.

Acquisitions from industry held.

Selective dissemination is important--send note or send book.

A library must be staffed to handle the increased amount of material to be selected and use it.

Expand, "Are You Keeping Up?" to be current and annotated to help the public libraries select but keep lists short.

Ask industry to help review the books.

Maintain a file of specialists.

Approach of questioner is most important.

A librarian has to be much more than a purveyor of books.

The education of the public is important.

Recommendation to the State Library: a full-time consultant in the area of Public Relations for California libraries. We need a person with Public Relations geared to business and industry.

A public relations firm will work up a program for any library.

Topic	**Leader**	**Recorder**
4. INFORMATION ANALYSIS CENTERS	SCHMELZLE	SCHMELZLE

There are many centers in addition to the more well known Department of Defense type.

The usefulness of IAC depends on types of library and patrons served.

The librarian does have a responsibility to know about the items and be able to direct the patron to appropriate ones. In some circumstances the librarian is the user in behalf of the patron.

The number and kinds of centers is increasing and this will broaden the community of users they can serve.

With the changing character of information these days and changing uses of information and different needs, information centers may provide sources of information for which we will have need in the future. Those in the group who have used them have found extremely effective and pertinent in many cases, especially where a telephone quick answer is needed.

For the comprehensive package of analyzed information, it takes more time to think ahead; the use is appropriate only for long range and forthcoming research. Librarians who serve researchers should alert them to contributing to centers which solicit input and disseminate it on an exchange basis.

Topic	Leader	Recorder
5. INTERVIEWING THE PATRON....	SCHELL	JO WILLIAMS

Use frankness in asking the patron what he wants to know. Concentrate on the patron's question. Try to get specific information--perhaps patron can rephrase the question. "Get on the same side of the desk". Realize that the patron does not always know what he wants. How do you deal with the secretary? Interpret the question and hope for feedback if you are wrong. Find out how soon the information is needed. Business seems to need it at once. It may be necessary to ask another librarian for more specific help. If call is coming from the outside, the librarian should ask: What is it for? Whom have you already asked? Is telephoning too costly? Does the patron want a book, document or article? Certain questions are not answered. Questions may be repeated.

Reference librarians should conduct a sort of marketing survey in the interview--find out what sort of library or resources the local business and industries have. What is available locally.

Can a library have a specialized branch? Find out what the people served really want.

SUMMARY AND CONCLUSION

Planning is doing something by which you bring the future into existence. It is not forecasting the future and adjusting to it. We need to apply knowledge for the benefit of all mankind.

While service to industry relies on the rich resources of libraries, the major resource available is trained, experienced and knowledgeable people who can tap the sources both the formal and informal. We need a fuller knowledge of the industrial user and he of us and definitely of the non-user in industry.

We must maintain the atmosphere of people talking to people; the atmosphere must be maintained that will promote innovation and librarians must have a sense of urgency. We must recognize that the rapid exchange of scientific and technical information with the goal of promoting economic development.

There is need of service, teaching and study. There is need to establish clearing houses of information on a State and Regional level; librarians need to assist owners and operators in their plants. Libraries need to fill requests for scientific, engineering and business materials; courses must be taught in the use or better use of the new technology and application of new techniques demonstrated. Industrial clinics must produce benefits for the managers and the worker; new lines of information exchange must be developed.

One workshop will not do all of this--it will only point-up the needs and how to meet them. We must have continuing education of the librarian and industrial representatives, we shall then answer the challenge of STSA--then new found scientific eapability will be purposely devised throughout the State for the betterment of all mankind and libraries have a key role in the diffusion of this knowledge.

What have we said today? Two words come out loud and strong--understanding and awareness; understanding in knowing what the needs are of man from industry and how to provide the answer and awareness in anticipating the needs and knowing the interests of the industrial community and having at least a working knowledge of new information.

In developing the program of Service to Industry, these thoughts came out strongly--

Public Relations

Let the industrial people know the potential of the library community. It is most important that we (libraries) present a positive attitude to the industrial community as far as the capability of libraries is concerned--not just one library but the totality of library service. This moves to another idea that came out as important--the interdependence of libraries--a thought was that we really have among all of us a chain of facilities.

Services are important; Utilization of Staff was emphasized in providing services. Although staff at the professional level is difficult to recruit utilization of non-librarians in areas where they can be so utilized raises the level and service of the librarian.

Resources

Materials include more than the usual materials; press releases were cited as an example of important materials in library service to industry.

Referral Centers are important as a resource of total library service.

People - specialists and other librarians and faculty are all resources. Actually serving the man from industry involves getting to the heart of the question and is the result of skillful interviewing. It involves the speed of the search and the transmittal of material in relation to the need of the man from industry. Two questions that were raised were copyright in relation to copying and confidentiality of the requests as a part of service to industry.

SACRAMENTO WORKSHOP March 27, 1969

PROGRAM

SACRAMENTO WORKSHOP ON LIBRARY SERVICE TO INDUSTRY

Resources Building, 1416 9th Street
Thursday, March 27, 1969

9:00-10:00 Registration (Coffee and refreshments available in cafeteria on 8th floor)

10:00 Opening of Workshop

Welcoming remarks - Mrs. Phyllis I. Dalton, Assistant State Librarian and President, California Library Association

Introduction of Panel Members:

- Mr. Jack Kimmel, Kimmel Construction Company, Sacramento, Construction Engineer
- Mr. Gilbert McNamee, President, Reference Librarians Division, California Library Association, and Bay Area Reference Center, San Francisco Public Library
- Mr. Roger Martin, American Express Investment Management Company of San Francisco, formerly with Shell Oil Company as Special Librarian
- Mr. Keith Mowen, Technical Information Service, Stanford University
- Mrs. Janet Bergman, State Technical Services Pilot Project, California State Library

10:10 Panel on Library Service to Industry

11:10 Discussion Period

Mrs. Phyllis I. Dalton - Moderator

11:50 Speaker:

Introduced by Mrs. Phyllis I. Dalton

Mr. Carl Lawrence, President, Lawrence Construction Company, Sacramento

Topic: The San Andreas Fault Line

12:00-1:30 Lunch and Examine Exhibits

1:30-1:50 Speaker:

Mrs. Phyllis I. Dalton

Topic:

State Technical Services Act and the California State Library's Pilot Project

1:50-3:00 Ten Discussion Groups Meeting Simultaneously on Five Different Topics

Topic #1 -- Role of the Reference Librarian & Information Specialist

Topic #1 (Continued)

Group A -- Room 1114
Leader: Mr. Roger Martin, American Express Investment Management Company

Group B -- Room 210
Leader: Mr. Alfred Maupin, President, Business & Industry Division, California Library Association and Librarian, Development Research Associates, Los Angeles

Group C -- Room 1131
Leader: Mr. Eugene Pike, California State Library

Group D -- Room 133
Leader: Miss Charlotte Harriss, California State Library

Topic #2 -- Our Goal Today
Group A -- Room 731
Leader: Mrs. Marie Boerum, Fresno County Library

Group B -- Room 250
Leader: B. J. Pooler, Stanford University Libraries

Topic #3 -- Publicity/ Public Relations
Group A -- Room 310
Leader: Gilbert McNamee, Bay Area Reference Center
Group B -- Room 331
Leader: Mrs. Genya Lyon, Sacramento City-County Library

Topic #4 -- Information Analysis Centers -- Room 601
Leader: Mrs. Mary Jane Schmelzle, STS Project at UCLA

Topic #5 -- Interviewing the Patron -- Room 1603
Leader: Miss Mary Schell, California State Library

3:00-3:30 **Break**

3:30-4:20 **Summary Report by Leader or Recorder of Each Discussion Group**

4:20-4:30 **Conclusions and Summary**
Mrs. Phyllis I. Dalton

EXHIBITS of special materials useful to librarians serving industry with California State Library personnel on duty to discuss with workshop attendees:

9:00-10:00 Miss Ruth Elwonger, Miss Charlotte Harriss, Mr. Eugene Pike, Mr. Kenneth Pettitt
12:00-12:45 Miss Ruth Elwonger
12:45- 1:30 Mrs. Miriam Pike
3:00- 3:30 Mrs. Janet Bergman
4:30- 5:00 Mrs. Janet Bergman, Miss Mary Schell, Mr. Eugene Pike

SACRAMENTO WORKSHOP

March 27, 1969

ATTENDANCE

Public Librarians	79
Special Librarians	25
College and University Librarians	6
Men from Industry: Jack Kimmel Carl Lawrence	2
TOTAL	112

LIBRARY SERVICE TO INDUSTRY

PANEL

DALTON: Will all the panel who are here take their places and we will be on our way. Whether we do anything else at these workshops, we begin on time and we end on time. At Palos Verdes we even had a fifteen minute bonus which I think most of us needed because it was raining Friday Night and there were many cars on the freeway

I do want to welcome you to Sacramento on this beautiful spring day; we have this weather for the people who came from afar just to be with us today. We could hold the workshop outside, but it is sort of windy, perhaps you can enjoy the weather during the noon hour.

This is the workshop on LIBRARY SERVICE TO INDUSTRY, so if you came to this building for any other reason, you can stay at the workshop or you can leave now before it begins. The workshop is a cooperative effert; it's sponsored by the Reference Division of the California Library Association and the Business and Industry Division of the California Library Association. It really started last year when Mrs. Marie Boerum was President of the Reference Division of CLA. She began working as president and as immediate past president she has worked this year. I think it would be nice if you would meet Mrs. Marie Boerum who is immediate past president of the Reference Division of CLA. You will meet Mr. Gilbert McNamee in several capacities today; you'll see him here with his name in front of him. He is the present president of the Reference Division of the California Library Association and together Marie and Gil have worked on the workshop. Cooperating with the Reference Division of CLA is the CLA Business and Industry Division and I think some of you know Al Maupin; he's the president and was the president last year, not everybody's president two years, but we're real happy that Al could succeed himself because we really have had continuity. This is Al Maupin, the present president of the CLA Business and Industry Division. Combining with these two divisions of CLA, is the State Technical Services Project; it's represented today by many people from the California State Library, but I will just mention a few people who are working very directly with it. Mrs. Mary Jane Schmelzle, who used to be in Sacramento and who is now at UCLA as a reference librarian there. Janet Bergman will be on the panel. Mrs. Marie Boerum who is also working with the project in Fresno, and Mrs. McNatt and Mrs. Perez who are assisting at the registration desk are as well. The two people who traveled up and down the State with us because this is the fourth workshop--we had three last week, believe it or not, we had one at Fresno, one at Altadena, and one at Palos Verdes on Friday; the two people who traveled up and down the State with us are Mary Schell, she takes care of the Government Publications Section and Eugene Pike, Head of the Reference Section of the State Library. There are many others who have helped, and of course Miss Hardkopf whom many of you met.

To the best of my knowledge, this is the first workshop of Library Service to Industry. Hopefully it will not be the last, because today we won't get everything accomplished. We will just introduce the subject. We realize that all of you are starting from different vantage points. Some of you are giving intensive library service to industry; some of you are giving intensive library service to business, and some are just giving service to business and industry both. I would guess that some of you are giving good service to business and many many of you have thought of giving good service to business. I'm not sure how many have thought of giving good service to industry, I noticed as I was running through some clippings this morning, that one library was setting up a service to Business, Government and Industry. Maybe one day we could have a workshop on how you split the difference among all of those three. UCLA has just set up a Technical Report Section, so there are movements all along the way in giving service to business and industry. Today in our talk we shall move from business to industry and back again as we start to provide points of reference for everyone.

We want all of you to participate actively today. Some of your participation will be of the listening variety, but you'll all have the opportunity to talk back, question and comment sometimes in the session, so I hope you enjoy yourself and have a profitable day. If Bob Meyer doesn't mind my introducing him, just as he walks in--he came as an observer--I'd like you to meet Bob Meyer who is doing a study in Pomona and Pasadena on Library Service to Business and Industry. I think what we can learn from him and what he can learn from us will be helpful to all of us.

Now we have all of our panel. I would say that Library Service to Industry is a vital subject in the twentieth century. We have the opportunity today to examine the feasibility of providing that information to industry and to business. We are fortunate today to have a man from industry, Mr. Kimmel, sitting here on our panel. We have a man from industry with us and we have librarians on our panel who are knowledgeable and experienced in informational services. These are the people on the panel. You can see their names. In the center is Mr. Kimmel--he is a construction engineer of the Kimmel Construction Company of Sacramento. We have next to him a man from the public library, Mr. Gilbert McNamee, reference librarian in the Bay Area Reference Center, better known as BARC, San Francisco Public Library, and President of the Reference Division of the California Library Association. The others on the panel are the State Technical Services Project librarian in the California State Library, Mrs. Janet Bergman, Reference Librarian of the STSA Project. From a special library is Mr. Roger Martin, Manager, Information Center, American Express Investment Management Company in San Francisco, formerly with Shell Development Company as Chief Librarian; the University librarian is Mr. Keith Mowen, Head Librarian of Stanford University Technical Information Service. They will talk to the man from industry; they have from 10:10 to 11:10. Now we'll ask that as you listen to them to take down your question but not to participate at this time, even though you feel so moved. There have been in almost every group that we've had, someone has felt so moved that they stood up and said, "But we don't quite agree with that." Then we shall have from about 11:10 to 11:20 for the panel to discuss with each other. We shall give you 30 minutes to question the panel, talk back to them, disagree with them, improve on what they have said--any part of it. So you keep your thoughts written down or in your mind. Now I'll turn it over to this panel. I don't know what they are going to do.

MCNAMEE: The public librarian will be first this morning, it seems that people have the idea that they can come to the public library only for general questions and I'd like for Mr. Kimmel and I to act out a short skit.

Mr. Kimmel has come to the public library because he has been asked by the City to teach a course in Adult Education at one of the high schools in the evening. He's never talked to us before. He comes to the public library now and I'm the librarian.

(Mr. McNamee is busy at his desk stamping cards.)

KIMMEL: I hate to interrupt.

MCNAMEE: (Keeps on stamping but coldly says) Yes?

KIMMEL: I'm looking for some material on the construction industry.

MCNAMEE: For yourself or are you doing your boy's homework?

KIMMEL: For myself.

MCNAMEE: There is the card catalog over there. (Pointing)

KIMMEL: I've been there and I couldn't find what I'm looking for.

MCNAMEE: Well, it has a card for every book that we own, if you don't find it in there, then we don't own it. Public libraries don't get too technical, you know. You'll have to go to a more technical library.

KIMMEL: (Mr. Kimmel turns away bewildered)

MCNAMEE: The skit that you have just seen doesn't happen anymore in public libraries; at least, I hope not. But we gave it to show just how some people feel they are treated when they come to a public library. Many people feel that a public library is a place that one has to drag something out of; the library is almost the last place they want to go because they have been conditioned by scenes like the one you just saw through the years. The man from science and industry is convinced that a public library cannot help him; and I might add that some public librarians are convinced that we can't help him either. This feeling must stop!

With the current emphasis on library systems, and the regional reference concept, library cooperation no longer is a theory; it is today an actuality. Pardon me if I use as an example the North Bay Cooperative Library System. It is the one in California I know best and also the Bay Area Reference Center of which I am a part, is now its reference center. Now the construction man in Ukiah has the wealth of a big city library at his fingertips. In addition, he has the service of Vallejo, Santa Rosa, Napa or any of the libraries in the system. If he needs a periodical article today, he can have it today by facsimile transmission if he is in that much of a hurry. The Reference Center is also able to go out to other libraries--special, college--any type by TWX and telephone, as well as the mails. No longer are we hemmed in by our dull gray walls. Something new has happened. But the man from science may not know this--perhaps, some of us do not either. Now a public librarian should never have to say (as I just did) "You'll have to go to another library." This is the way the former interview should have gone:

KIMMEL: I hate to interrupt.

MCNAMEE: You're not interrupting, if people didn't interrupt, I wouldn't have a job. Just what is it you want?

KIMMEL: I'm looking for some material on the construction industry.

MCNAMEE: Is it growth stocks of the industry you'd like to check--how to evaluate the growth of the industry comparing it with like industries? If so, Standard and Poor's issues an *Industry Survey*. Another valuable tool is Funk and Scott's *Index of Corporations and Industries*. This attempts to do that also.

KIMMEL: That's not what I want. I'm really looking for some material on all phases of work in the building construction area.

MCNAMEE: Well probably a good building construction handbook might possibly answer your needs. It would help though if I knew why you wanted this type of information--I could decide which indexes you will need, or to what periodicals or government documents to refer you. Can you tell me this?

KIMMEL: It is for a course I am going to teach.

MCNAMEE: A college course?

KIMMEL: No, for an adult course in the evening at the high school.

MCNAMEE: Oh yes, I read about that in the daily paper. You must be Mr. Kimmel. In other words, then, the material will have to be coached in simpler terms. Another thing, when will you start teaching the course?

KIMMEL: This Fall.

MCNAMEE: Then we have a little time to accumulate the materials for you. Sometimes if there is urgency, or speed is a necessity, we cannot be as thorough as we would like to be. Since you are an authority in the field, I can lead you to some indexes, and point out other materials. That way you can accept or reject any of the materials. First of all, I do think you could use some of the basic materials such as dictionaries and encyclopedias written just for the construction field. And also there are books on building codes and specifications including architectural specifications. You may also wish to approach it by books on surveying, landscaping, building costs or "how-to" books written on individual subjects such as windows, doors, walls, roofs, hardware, acoustics, heating, and so forth.

For your particular problem though, I would suggest a good handbook. This particular one by Merrit (Building Construction Handbook) is particularly good for your needs. All of the individual chapters are written by authorities in their field; it's brief but comprehensive; written for the non-specialist in the field with emphasis on fundamentals and a practical approach is always stressed. I think it probably would be a good book to use in the classroom. If you want to pursue any particular section, this book will even refer you to the correct trade association, society, government agency or whatever.

Incidentally, there is a directory of construction trade associations and professional societies in the December issue of Construction Review which is a publication of the Business and Defense Services Administration.

While we are on the subject of Government Documents, I'd like to mention one by the Small Business Administration--Starting and Managing a Small Building Business. It's simple and to the point as are many government documents--probably just the thing to use in classes since the majority of them are very reasonable.

Incidentally, all of the material the government publishes on the construction industry is listed in the Monthly Catalog. Another index to government material is the Air University Library Index to Military Periodicals.

There are other documents, Mr. Kimmel, I'd like to refer you to; not many people know about them--the Directories of Information Resources in the United States. They're put out by the Referral Centers of Science and Technology. This particular one is on the physical, biological and also engineering sciences. Part of the material in this is on the construction industry. I'd like to refer to an organization listed here in your field. It's called the Building Research Division which is in Washington, D. C. It has as its areas of interest, Structural Engineering, Fire Research, Environmental Engineering, Building Materials, Roof and Wall Coverings Building Codes, Safety Standards, Concrete and Materials. Now both of these documents will give you what authorities are presently studying in the construction field; they will also tell you what publications they put out and how you can get them, if they have a library, and that sort of thing. This particular one, "The Building Research Division" will answer inquiries from anyone. They also give consulting services to other government agencies and to industry.

For any sort of recent material, periodicals are the place to go. The majority of them are indexed in: The Readers Guide, Applied Science and Technology Index, the Business Periodicals Index, Public

Affairs Information Service, the Science Citation Index, the Engineering Index and even the Accounts Index gives materials on cost accounting and auditing in the construction field. You'll be able to use it in your business as well as in the course you are going to teach.

You've never taught before, so you should probably look into the Education Index. In the Education Index you will find that they will have materials on vocational training, industrial education and also the latest information on teaching methods.

Most of the public libraries are trying to collect all of the periodicals that these indexes index. They also issue in each library a list of periodicals that they own. I have here a title catalog for the San Francisco Public Library. In here you'll find about 102 periodicals in the construction field that you may have occasion to use from time to time. So with all this material available to you in the public library, Mr. Kimmel, it seems to me that you should be able to find enough for your course; and remember if we can't find it in the public library, you know that we can go someplace else to find what you want. It looks like we'll be seeing a lot of you from now on.

KIMMEL: I think so, thank you very much, and it looks like I'll be using the public library more often.

MCNAMEE: Now Mr. Kimmel is going to go to the Special Librarian, and he has a different type of question for the special librarian.

MARTIN: A couple of basic assumptions here that we are taking for this aspect of the panel discussion: First, that I represent either an employee of the same firm of which Mr. Kimmel is a member (he may be my boss, in effect,) or else I'm in an organization with which Mr. Kimmel's firm has a fairly close working relationship; so that he does have routine access to the library that I represent.

KIMMEL: Can you help me obtain information in the field of home construction? I need to decide whether to concentrate on single-family dwellings or on multiple units.

MARTIN: Well, this seems to me like you're doing a market survey, and let's look at the various things that you'll have to consider to make your mind up as to whether you want to go into building single-family homes or apartment units. First off, I guess we'll have to look at what the population trends are in this area. And certainly the age distribution of this population. The prospective purchaser of your building or home will be dependent on his economic status, and this in effect will help you decide whether you want to build big homes, small homes, big apartment buildings, duplexes, or what have you. So we've got to look at the population situation. You need to look at land costs to decide where you're going to build it. We'll need to look at labor costs. Is it cheaper to build single family dwellings or is it cheaper to build units per unit labor cost? Do you really want to build homes at all? What's the occupancy rate here? So we've got to figure that out. If there are lots of vacant homes, there's no point in building more. If you go into this type of building, you've got to have the money to do it; that is, where do you go to get the loans for construction? Your customers are going to have to have money to buy; so, we have to look into mortgage loans. Here are some areas which we will have to take a look at to see what information is available. Now, we have some material in our own library, and we'll see what we have here as a starting point. We will feed you some of this material, maybe decide you do need more in this area, or don't need more in that area. From then on, you come back to me, and we'll go from there. I can go to some other places, other collections of material, other libraries, other special collections. We'll get into that as the need arises.

For example, we have to take a look at what the general picture is of available housing at the present time. We have here, for example, a report on the President's Committee on Urban Housing, called A Decent Home. It talks about a number of things that you'll need to know about, not only what the direction that the federal government is going, but also what the private market is doing. Some other publications here will have data that we should at least take a look at. For example, this particular one contains income distribution of all households in this country. Well, that will give you a clue as to the number of people that might be in the market for your particular type of dwelling. Are these people really going to be buying a home? How do you find out? What is the attitude of the present population toward the purchase of homes? There is a variety of places we can go to. One example I want to show you, a publication of the National Industrial Conference Board called Consumer Attitudes and Buying Trends. It comes out every other month and it gives very interesting economic data. It gives you conditions on business, employment, attitudes toward the purchase of automobiles, homes, appliances and so forth. You can figure out if there is going to be a general market within six months or a year from now so you can schedule your construction accordingly.

There's quite a lot of information available from the various government agencies. There are alwo the various departments of the federal government, to give you a general picture. Then we can go to local government for specific information on this immediate area. Just an example of a publication that we could get, here's one from the Bureau of Labor Statistics. We were talking about labor costs just a few minutes ago. This publication is available from the Bureau on union building trade scales, and it tells how much you're going to contribute to their pensions, insurance, and vacation funds. You have to figure those costs in your labor costs. Union wages and union hours are also available in publications specifically on the California cities, Fresno, Los Angeles, Oakland, Sacramento, San Diego, San Francisco. So we'll go to the Bureau in San Francisco and get copies of their publications. In fact, they have a fair collection of material available for examination there, and I'll be going there to get some of that material and bring it back to you.

Again on the Federal level, the Department of Housing and Urban Development issues a consumers bulletin called Financing Home Purchase and Home Improvements. We can look at this to see how your potential customer is going to raise the money to buy the house that you are going to build. We are members of the National Association of Home Builders, as a result of which we get what is called Housing Starts Bulletin. This comes out monthly and tells us what the ratio is between single-family dwellings and multi-family dwelling permits, so you can see how the market is moving to see which way you want to go, whether you want to join it or to go your own way. Lots of information will be available from associations such as this National Association of Home Builders. Here, for example, is another association called the National Planning Association, which is a center for economic projections. This one is called, "Economic and Demographic Projections for States and Metropolitan Areas." We can take a look at what the population movement is in our area, what the age distribution is and how its going to be this year, 1975, 1980 and 1985. Also it will tell where these people are employed, what their income is, and so forth. And of course, we can go to the State Government, for example, the Department of Finance. The Budget Division here puts out what they call the California Economic Indicators. In this way you can get a lot of material and find out what is happening in California, what the wages are like, what employment is, where the construction is taking place, what the price index is locally, both in the major cities and in some of the regional areas. I'm sure we can get quite a lot of material from the State itself. Much of this material will be available in our local library. If it isn't there we can go to the State Library to get the material.

We've got some other things here that would be of some help to us. As another example of an association from which you can get material, there is an organization called the United States Savings and Loan League. This will give us information on the availability of the money for the prospective purchaser and also the availability of money for you to build the house on a construction loan basis.

They put out a monthly publication called the Director's Digest, and it tells you in this particular one, for example, which is January, 1969, the direction in which the building movement is going, what the price movement is (you have to know what they're selling a house for), the activities of the Federal Government that will affect us locally. The same organization also puts out the Savings and Mortgage Lending Trends. Savings and loan companies are probably the principal place for a purchaser of an individual house to get his money to buy. So, we'd like to know what money is going into the savings and loan organizations and what is coming out, so we'll see what the money availability is. We also have to know what interest rates they're going to charge, because as the interest rates go up, the number of people approaching them will go down accordingly.

Lots of other government publications are available. From them we can dig out some of our statistical data. What we'll do is assemble a lot of this and then tackle the question of interpretation of statistical data. One publication that we will have to take a look at is the U. S. Department of Commerce Survey of Current Business. It can give us a tremendous amount of information on the labor market prices and again housing starts. On the subject of money and its availability, one of the principle sources of information along this line will be the Federal Home Loan Bank Board. Since they are the principle lender of money to banks and savings and loan organizations as they need it, rather than to individuals. But the mechanics are such that Federal Home Loan Bank Board does establish the availability and the rates. So we'll take a look at its Journal to see what the developments are in the savings and loan field and what is happening in the area of loans for large construction, if you should decide to go into the multi-unit dwelling. Here is an article, for example, in which the bank, or chairman Mr. Rand, is urging Savings and Loan organizations to form joint associations to provide big loans to big builders, as well as to the small builder, which is the traditional area of activity.

The Federal Reserve Board itself issues a monthly publication, Federal Reserve Bulletin giving quite a lot of information in the area of finance, particularly of a statistical nature. As a matter of fact, each of the Federal Reserve Banks themselves, there are 12 of them, issue monthly reviews. Here's one from the Federal Reserve Bank of San Francisco, their annual review issue covering developments of the past year and also what's going to happen in the future. Anohher organizational type publication which we have is the Mortgage Banker which is published by the Mortgage Bankers Association. This is a different kind of organization from which funds will be available for financing. We'll take a look at that too. The Commercial Credit Company issues the quarterly publication called Consumer Buying Prospects. We were talking about consumer attitudes, so here is a private organization that can provide information that will be of use to us, giving us information on consumer capital spending, the chances of buying a house by age of the family head. This will tell us what your purchaser-market will be. So as you see we will have quite a variety of sources to go to. We were talking, for example, about the occupancy rate here. You see this figure reported in the newspaper all the time but I had to do some digging to find out where it comes from. Well, it comes from meter readings, from the local utility company, so we'll have to go to them to get the data to show what the occupancy rate actually is. For land cost or labor cost, we'll have to go to the governmental agencies, since they're most active in the collection of statistical information in this area. I mentioned the Bureau of Labor Statistics and of course the Department of Commerce. The state government and the local city and county governments will be very useful to us when we need information on what's happening in our local vicinity. Now, what I'll do, then, is to go through the material that we have here, assemble it for you and present it to you. In the meantime I will be writing to some of the other organizations for documents that I know that we specifically want and also for information which they may have. I'm sure that they will help us by referring us to other sources as the need arises.

MCNAMEE: Now our construction man, Mr. Kimmel, goes to the university library.

KIMMEL: I need some up-to-date information on light-weight aggregate concretes.

MOWEN: Now I will start here by mentioning that we get this type of question infrequently directly from engineers. It does happen, but generally at Stanford, which is where I work, questions are referred through librarians. In other words, most of my dealings will be with company librarians or librarians in other libraries. For instance, an engineer would go to his company library and they would get the information they can and what they can't get, they would need to go to a research library for, which would be referred to us. Now in this case, Mr. Kimmel, is asking a question which is fairly broad. I would first pin it down as to what he means by "up to date." If it is the last two or three years, that means that we're primarily interested in journals and perhaps recent technical reports and a minimum of books, I'm sure. Since this has been pinned down, I also want to know when he needs the information. Well, the answer is yesterday! So in this case I would endeavor to explain to him some of the reference sources that are available and by so doing, it should become apparent that the search could go on forever. Now at Stanford, we are not able to do the searching for the person from industry. We are set up to handle their requests on a specific citation basis. In other words, he comes to us and wants such and such an article in such and such a journal. We are able to process this through our organization and get this out to him for a certain charge. A request of this type which requires professional assistance, the type of assistance which we are able to give is strictly advisory. So I would at this point, if the question was defined well enough in my mind and talking with you we arrived at the question which we really want to be answered, I would take you to the information sources to see whether or not you were familiar with them, whether you know how to use them at all. Often if the engineer doesn't come, his secretary or someone else will come to do his work and this complicates problems as you all know. Working through a middle man usually complicates the problem and in this case I would probably have to see if the person who was doing the search also knew a good percentage of the terms of the field.

This is because in going into these indexes and abstracts, especially by the subject approach, it would be very easy to get lost. But right now I'm assuming that Mr. Kimmel is coming to me directly so he will certainly know terms in his field better than I will. Bibliographic terms perhaps not, and this is what I'm there for. One of the first places I would take him would be to the Stanford card catalog just to see if there are any recent books. This is something I wouldn't do ordinarily, but I'm just assuming that this has been processed through and he has checked the card catalog and come up with this book which was published in 1968 on light weight concrete. At this point he can charge this book out or read it in the library. If he takes it with him we charge, if he reads it in the library, there is no charge. I would show him the engineering report file and would point out the Civil Engineering and the Construction Institute technical reports and where those are kept in our Engineering Library. At this point I would probably show him Applied Mechanics Review. It's one of the first abstracting services that I would show him. If he was not familiar with it, I would probably have to explain this to him. Show him how to use it, explain what the bibliographic terms meant and suggest where to go from that point. I wouldn't be with him all the time that he's going through these indexes because my job doesn't allow that, but I would insist that if he has any trouble, he come to me at any time and I would be able to assist him. In the same vain I would show him the ASCE, the American Society of Civil Engineers, Publications Abstracts, The U. S. Government Research and Development Reports, Engineering Index, Selected Rand Abstract, the Monthly

Catalog. We could go on and on but I think that at a certain point Mr. Kimmel, or whoever is doing the searching for him, might tend to become saturated and realize that such a question as light-weight aggregate concretes could get very involved. After finding a couple of references, he may well find the information he needs. Now I have one that I found after going through the Applied Mechanics Review, which I assume you found. It is the November, 1967 Journal of American Concrete. Here we have what is in effect a guide or a handbook. This is entitled Guide for Structional Light-weight Aggregate Concrete. It's a very involved article. It is put out by the American Concrete Institute Committee 213, one of their standing committees which they have to draw up information of this type. It's very well laid out and it goes into quite specific detail on various aspects of light-weight concrete, uses, types and it has a very good bibliography at the end which I would point to. Once you have found something like this you should look at the bibliography.

Again you see what I'm doing is trying to get some basic reference techniques across to whoever is searching and familiarize him with these indexes which cover this particular area. In talking with him I would stress that some are likely to be more fruitful than others. Perhaps NASA Star might have something, but the chances are very slim, so this could parctically be ruled off the list. The Monthly Catalog might come up with something but then there is a question: Is this going to be up-to-date enough? And is this going to be covered in some other index or abstract? Well, this is why I would recommend the U. S. Government Research and Development Reports as being the best government index in this case. Now in this particular index, you are probably going to wonder, what do all the figures mean and how do you get what it refers to in here. You see MF.65, what does that mean? In this case I would have to explain you could get either a microfiche or hard copy, microfiche being like microfilm. You would have to have access to a microfiche reader-printer to use it. You would have to send away to the Clearinghouse to get either copy and we wouldn't be able to do this at Stanford so you would have to do that on your own. Again, all through the search I would encourage you to come back to me, and if you weren't finding what you had in mind I would attempt to lead you in another direction where I felt such information might be available.

In this case I'm assuming that the Journal of American Concrete Institute and Civil Engineering will include many of the up to date articles of the last two and three years. And I would also encourage you to check either Science Citation Index or leaf through a small number of journals. It might be easier for you to actually just go through the tables of contents of the last couple of years of these journals since we have them in Stanford at a central location. This would cut down on your time. Again, If your secretary were doing the search, this would complicate the matter and it might be necessary, once she finds these articles, to have them sent through our office so that we could Xerox them and mail them to you. We're in somewhat the same position as the public library in that we cannot do literature searching; we cannot search out the material and hand it to the engineer, Mr. Kimmel, in either a complete or even partially complete form. We have to guide him and we're there because we know the literature. In talking to Mr. Kimmel I should be able to lead him down a bibliographic path which will allow him to obtain the information he wants.

MCNAMEE: Now Mr. Kimmel approaches the STSA Librarian.

KIMMEL: My company is considering the use of the Critical Path Method. We have no information on this and would like to build up a small collection on the subject. Can you help me with this?

BERGMAN: Yes, we can provide you with a list of basic references. I would like to state here in my situation you would be going through the public library, you would not be coming directly to me and my interview would be with the public librarian, who would possibly not have this information. First of all, it would help me to know just who will be using this information. Are there others in your company who will be using it?

KIMMEL: Yes

BERGMAN: What is your range of knowledge, can I assume this is all introductory? Is there any experience involved?

KIMMEL: No experience.

BERGMAN: You mentioned that you were considering the use of it in the near future. How soon do you propose to use it?

KIMMEL: Three months.

BERGMAN: How soon would you like the information?

KIMMEL: We would like to have it within six to eight weeks.

BERGMAN: Before continuing with Mr. Kimmel's request, I would like to describe briefly the services provided by the STSA personnel. At the present time, these services are limited to the patrons of the Fresno City and County Library because the program is still in the experimental stages. For the demonstration project the Fresno Library was chosen as the local agency to contact business men in the area telling them of the collection and of the services to which they have access, and encouraging them to make use of these. Fresno answers the questions they can and sends the others either to the State Library or to the two STSA Librarians at UCLA Libraries. The request may vary from a presentation of an exhaustive bibliography to the location of specific information. Since the businessman often needs his information faster than many of the library users we try to emphasize speed as well as the use of sources other than the printed media. For example, we often telephone experts in the area. We've had excellent cooperation so far with the business and professional community. Assuming that Mr. Kimmel had gone through the Fresno County Library, we would be the logical agency to prepare a bibliography of the type requested.

My first step in the preparation of this bibliography would be to consult our card catalog for basic texts in the area of a critical path method in construction industry. I would also select several programmed texts on CPM. Finding that we have nothing more recent than 1965, I would try to up-date this list using Books In Print, Forthcoming Books, Cumulative Book Index and the American Book Publishing Record. For book reviews and recent periodical articles I would check the various indexes which have already been described: Applied Science and Technology Index, Engineering Index, Public Affairs

4

Information Service, the Monthly Catalog of United States Government Publications.

The information file in the State Library Government Publications Section would also be a good source to check. This is a good example of how the specialized files of different libraries can be used to a greater extent through library cooperation. For older material, if this would be acceptable to Mr. Kimmel, the G. K. Hall Series of Catalogs of Special Collections could be consulted. By checking the bibliographic index I discovered several current bibliographies which would be useful in the selection of items or could be included in the basic list I am providing Mr. Kimmel. One is the Building Bibliography of the General Services Administration of the Federal Government. This is April, 1968 and it includes several articles on Critical Path Method in the Construction Industry. The other is the Council of Planning Librarians exchange bibliography #53, PERT and CPM, a selected bibliography, June, 1968. By now I would have quite a volume of information and would have the problem of selection. On the basis of the interview with Mr. Kimmel and book reviews and other bibliographies, I would present him with a selective list of publications. Now I believe we have time for a discussion among the panel members. I would like to start with a question to Mr. Martin: You indicated that your services are limited to the businesses which are in cooperation with the company. To what extent are your collections and services available to the public, through the public libraries?

MARTIN: This varies from organization to organization, of course.

Almost invariably it is limited primarily by the necessity of someone like myself to provide service to the employees of the organization in which I'm employed. However, it is becoming more and more obvious to business and industry that they must cooperate with other institutions in order to obtain the information which they in turn need. I would say, by and large, the material is available, although services may not necessarily be. Anything that is in my collection is freely available to any other organization. My personal preference is that such request ordinarily come to me from another librarian for the convenience of mechanics, but if that is not possible in our present situation, for example, if an engineer from another construction company knows that this library exists and with suitable arrangement with my employer he is welcome to use the collection as would be another librarian.

MCNAMEE: May I ask something? What about a competitor in the same field, if he came to your library?

MARTIN: There are strong opinions on both sides in this particular case. From my previous experience, the position that I held previously was in the petroleum industry which is as you know, extremely competitive. It seems to me that that decision as to what is available and what isn't must be left to the judgment of the librarian. Thus, when I was working for Shell I was regularly called upon by Standard Oil Company of California, Atlantic Richfield, Union Oil, for specific documents, not for specific information. There is a difference here. I think in the industrial-business library field the competitive aspect of it is of less importance than it was some years ago. It still exists. I have a question for Mr. Mowen, he mentioned as he was going through his example, the article that he found in the journal about the light-weight aggregate, by a committee of American Concrete Institute. Following along some of the comments which I made about the availability of information from organizations which you might not otherwise think of when finding that article would it occur to you or would you take the time to suggest to the questioner that the American Concrete Institute itself would be a prime source of information?

MOWEN: It is standard procedure, when we don't have things at Stanford, and this is often, naturally. Our referral service is surely not as great as yours would be, but, and I should have brought this out before, it is standard procedure for us to include places outside of Stanford, where a person should go for such information. The A.C.I. is certainly one of these places in addition to writing to the U. S. Government or perhaps even contacting someone in the area who is working with light-weight aggregate concrete. Now, although this gets into the competitive question again, we have done this and we will do it in the future.

MCNAMEE: I have a question along that line too, I don't want to be critical but you say at Stanford you don't get too many people from outside like Mr. Kimmel coming in, and you mentioned there is a fee. You also mentioned you do not do literature searches. It would seem to me that if they're paying a fee then you probably would do literature searches.

MOWEN: Except that we're not a public library. The reason for the charge is mostly for the loan of books and Xeroxing. Our Xeroxing is $2.50 flat rate plus 10¢ a page. This covers everything, for instance if Mr. Kimmel phoned in a request for a specific citation, we would pick it up, Xerox the material and mail it to him for this charge. This is what the charge is based on and most of our requests come to us that way. They do get a break if they're at the library because they can take books or journals to the Xerox Room and do it for 10¢ a page. As far as the loan of books goes, there is no break except that they may read them free in the library. This is for the protection of the Stanford Community.

The fact is that the books need to be there for the day-to-day use of the Stanford Community. If they go out, several things will have to be taken into account, overhead for one thing and perhaps we might have to purchase another book. Say for example, there were five books and one goes out to T.I.S.(Technical Information Service) and five are needed by students, so we have this problem. It is difficult to determine just what the charge should be; we've done a lot of research on this and we've changed our rates a number of times over the years.

MCNAMEE: I must say at the Bay Area Reference Center we are able to get material and periodical articles from Stanford free.

MOWEN: We charge profit-making organizations and Stanford Research Institute or any institution that wants to use our service. The rest can go through inter-library loan which is standard procedure and which takes extra time also. Our turn-around time we like to have is about 24 hours--this is somewhat unheard of in interlibrary loan.

MARTIN: Using your example of the citical path method I would just at the first guess assume that an industrial organization, say a construction company, might very well (as I used as an example here) have a small collection of material. Would you in your present function go to those organizations and actually obtain material or simply ask for information on this subject?

BERGMAN: If the material would not be accessible for a Xerox copy and they would loan it through interlibrary loan we would. Recently we couldn't find an Army Technical Manual and we went to an Army Post Library and they loaned it for a short term. Of course, this is not a business.

MCNAMEE: Did they loan it to you or to the person who is making the request, what is the channel?

BERGMAN: In this situation, this was the first instance we had of this kind, they sent it through the State Library to Fresno and I'm not sure if this will be the established practice or not. But usually if we don't have it, UCLA will have it; they can locate it in one of their libraries. This is Mary Jane Schmelzle from UCLA library. How do you do this? Can you borrow it from another library?

SCHMELZLE: We do not borrow from other libraries outside of UCLA for Fresno but we suggest to Fresno some sources we discover and they might wish to use an interlibrary loan basis.

DALTON: Is the man from industry going to get what he needs out of all this?

KIMMEL: I think it has been real encouraging. I think when Mr. Martin has prepared the information that he has, we'll get him to work for us and be a project manager.

MCNAMEE: I was going to ask, which system do you like the best? I think we'll have to assume Mr. Kimmel, that Mr. Martin is employed by your company as a librarian and does everything for you.

KIMMEL: Right.

MCNAMEE: I'm afraid that Keith and I cannot very well do that.

DALTON: You don't think that you can provide actually the material.

MARTIN: Probably not to the depth that someone like I would do, although I might say that my experience with the public and academic librarians has been very remarkable in that they actually did far more work than I really expected them to do. It depends on the circumstances. I don't think you can make any hard and fast statement that this type of librarian will only do this and that type will only do that. It depends on the individual librarian and circumstances.

DALTON: That's what I was thinking about. Gil was saying that the construction engineer can get the material immediately from BARC in the North Bay. If he were in Ukiah would he get the material as fast as you said?

MCNAMEE: Yes. Right now we have a facsimile telecopier machine in Ukiah and we have one in San Francisco. It is generally used more for sending than receiving and the smaller libraries in North Bay receive more than they send. Yes, it is possible within five minutes to get one page. Mrs. Palen, who is in the audience, and I are now thinking about a new machine which will get it down to about four minutes per page. So we think we'll even be able to supply information faster in the future, we hope. Another thing that we are doing in the North Bay is experimenting with facsimile on interlibrary loans and it seems to be working quite well.

OLOANNE PALEN, North Bay Cooperative Library System: We will try to write up our experiences with facsimile and interlibrary loans when the present experiment is over. With our new Telecopier II's, we are getting much better copy than before. At least much of the duplication caused by teletype interlibrary loan has been decreased.

DALTON: Mr. Kimmel, would you need information that fast?

KIMMEL: Sometimes faster.

MCNAMEE: I think what Mrs. Dalton has in mind, (I don't know of course,) but I know a lot of times we send things by facsimile that have been requested--they need it now, and we get it to them. Three days later the business man will come in and pick it up. We might as well have mailed it, (not library rate, of course).

DALTON: Another reason for my question is that I think when I heard one of the discussions at another meeting--they said that no one really needs information that fast, referring to facsimile transmission. The example was given that no surgeon ever uses it, while he is in the operating room. Could this happen in the construction industry? Would you need it immediately?

KIMMEL: If we couldn't get it this way, there might be another course, either working with some specific agency that you might be doing work for or maybe an engineer in town that has done something in the past that you're currently involved with. Depending on what the problem might be.

MOWEN: This brings me to ask a question. In the experience you've had of actually going after information which you might obtain in the library, do you think first of the library or do you think often of someone you know in the field? Would you consider the library?

KIMMEL: Honestly, we haven't.

DALTON: Why do you suppose they haven't?

KIMMEL: I think, working with our own situation, most of the work that we do is fairly cut and dry. It has already been specified. The plans have already been prepared that we'll follow. Somebody doing research or looking into a new idea might go to the library, but we usually work with situations which have already been researched.

MCNAMEE: Mrs. Dalton, do you think that the libraries are at fault?

DALTON: I'm asking you.

MCNAMEE: I feel that libraries have been remiss on publicity; as a matter of fact, I'm leading one of the discussion groups this afternoon on publicity. I'm afraid librarians sit around and talk about publicity the way they would about the weather--they talk about it but they don't do much about it. I do feel that it is libraries' fault for not advertising their wares.

DALTON: Do you think that they have wares to advertise?

MCNAMEE: I think it has been demonstrated this morning that we do. We all had questions from one industry and we all came up, it seems to me, with something different. So we have the material; it's there and it's available.

DALTON: Would the only place a man from industry could get the material in his hands would be from his own special library?

MCNAMEE: No. What you've asked reminds me of what happened when BARC first started. Everybody asked "how do you like it?" when we asked

Marin County "Are you getting the answers to your questions?" They said, "we are getting replies, but we're not getting the answers." We hope this is changing now.

DALTON: Yes. There is a difference between replies and answers. What do you do about helping the person get materials that he can keep? Is there anything you do about that? At least when I was doing legislative reference work there were scads of legislators who didn't want a reply. I haven't actually worked with industry, but to me they'd be the same. They are people who want material right now. And they want the answer, they don't want a reply. They'd like to have it in their hands and be able to keep the material. Do any of you do anything in this area?

MARTIN: Well, obviously I would in this case. By and large this is the way most of the questions I receive are handled. Physically, I get the material from my own collection, or proceed to get the material elsewhere, and hand it to the man. Perhaps with some organization and interpretation along with it, or perhaps not. With the hope that that material may come floating back into my own library someday. Almost invariably in a situation such as I work in, there is a matter of time. Speed is 90% of the time an integral part of the problem. And the fastest thing to do is to walk in and put it on his desk, if he doesn't happen to want to walk to the library. I suspect that in other organizations where speed is not the controlling criterion, that this may not be the case. You may not actually provide him with the physical document.

DALTON: What about materials that he has never had to return to the library? Have you ever done anything of that sort?

MARTIN: I certainly do, I was listening to an interlibrary loan discussion. Nowadays, particularly if you're working in the technical literature, some of your lending is in the form of copies rather than the actual document. Under most circumstances I cannot see any necessity for retaining that piece of paper in the library of the borrowing institution. Give it to the man to keep, mark up, clip, or what have you. If it comes up again, get another copy. Economics comes in here to some extent, but if you can afford it I think in most cases, it's best to give him the thing. In the case of government documents, so many of them are so readily available at such an inexpensive price that I, for example, if a man asked me for a document, I would order two, I'd give him one and keep one. Again economics is the controlling factor, for me.

DALTON: Does anyone else have something to say along that line?

MCNAMEE: I'd like to say something about that. You get into copyright and of course they haven't yet decided how the new law is going to read but I think that there is something that allows librarians to copy articles. Mr. Pike straighten me out on this, I think you can make one copy for research purposes. BARC will send articles out to libraries in the North Bay. I don't know what they're going to do with them, whether they're going to keep them, make the man read them in the library or what. Once you give it to him, how do you know he won't copy it and send it to other people? So you do have copyright law to think about. One doesn't think about it, but one should. The problem does exist. If the library kept it, that would be indicative of the fact that only one had been made, but that doesn't really mean anything.

MOWEN: I would like to insert one point here, there is nothing in the law that says you can make one copy for research purposes.

MCNAMEE: There isn't?

MOWEN: No.

DALTON: I think I'll open the panel to discussion from the floor so you may make speeches, ask questions, disagree, comment.

MAUPIN: I would like to ask Mr. Kimmel, when he approaches the public library, do you believe that if the information is valuable enough, would you be willing to pay for it?

KIMMEL: This is something we were discussing earlier and it's kind of a touchy thing, because you're working with money. The thing that I'm wondering, here you're providing a service similar to a researchist. Can you offer the same service? I think it's not a question of whether we would be willing to spend the money, but if you're as capable. I think it would be something that you would have to sell us.

SCHMELZLE: Mr. Kimmel, I don't think you are willing to pay because you don't show confidence.

KIMMEL: The confidence is there because surely the researchist would probably use your services, but whether the person that you're working with at the library has the ability to interpret on the same basis as somebody who does this on a daily basis.

MAUPIN: I wonder if you're aware, say if you referred your question to organizations, that these questions are sent to the library anyway say you pay your dues of $300 a year or what have you, this is where the questions go and get there, but your confidence is apparently in the organization not in the librarian, but you wouldn't tell her anyway. You contact professional organizations, and you pay there.

KIMMEL: I wonder if people really realize where their taxes go, whether we understand or not, we're still paying. It's kind of a side line, I would think that the immediate thing would be to pursue the question might be whatever you're looking for and what might be the shortest means to obtain it. If the county or State Library can offer this or go on to a competitor, if they have a library, fine whatever might be the shortest means.

MARTIN: If you're saying that you would use the shortest means, the shortest means might be the expenditures of dollars, would you be willing to expend those dollars to get it the shortest way?

KIMMEL: Depending on the situation. We're working with an arbitrary thing here.

DALTON: I think what they are saying is that you're already paying taxes, you're already part of the public aren't you? Then isn't this a service that should come to you? We spoke in our other discussion groups, of the fact that we had young adult services, and we have adult services, I'm sure we could go on with others where there is no additional payment, like service to the industry or to business or to science.

MOWEN: The assumption is made here that they wouldn't be doing the research, they wouldn't expect to make money out of it, so if the library is part of that system you can look at it as sort of dividends on investment. In other words, it's also true I think that there can be a big push. My industrial firm that has swamped you at the public library and something has to be done here to take an extreme example; it would be impossible to render service to an average public, say if they were to concentrate on a large research project which was given them by an industrial firm, so if the alternative here is between rejecting and not doing it at all or say charging for it and allowing to build up their staff so that they can handle it, I think the answer is obvious I might say here, it's been our experience at Stanford where we do charge for just basic material, we do charge for some reference work too, just short reference work, we have a system where we charge double our flat rate for rush requests, in other words they want it the same day, or a matter of hours. We get many of these requests. It's that important and they are well paid. We may have them over the barrel there I'm sure, but it does happen.

DALTON: That is one way.

RICHARD BAILEY, American River College: To Mr. Kimmel, concerning the librarians we're talking about providing good service to industry. Do you think that if the public library was providing adequate service, would you tend to want to get your own library staff? Or would you continue using the public library?

KIMMEL: I think, depending on the structure and size of the company in our own situation, we wouldn't have our own library; we would use you.

DALTON: In one of our other workshops someone asked this question and I don't think we had an anwer--when do you start a special library? When do you break from the public library and start a library? For example, in the Fresno area I believe there are no special libraries;

all dependence is on the city and county libraries. It is a question that has come up in a very pertinent way.

ALICE OLSEN, San Jose Public Library: I was very much impressed by the question Mr. Martin asked Mr. Kimmel and the suggestion that he made. We don't round out the questions enough. We have all the material that he mentioned. Do we use the material? Do we think of it? We all should and have more confidence.

MCNAMEE: If public librarians paid that much attention to that man, here he would have a line of 20 people waiting to ask a question behind him. Regardless, you have to guide him and let him do it himself.

CLYDE JANES, California State Library: I do legislative reference work. Perhaps an evaluation of the questions and some type of payment should be considered. Business men could be discriminative in what they ask for and the deadlines they give. There should be education so that they will prepare the questions and give advance notice.

MOWEN: In the case at Stanford in the past, we have done work in bibliographic checking. References that we get should be straight forward and we should be able to just run through with our clerical staff and pick up rapidly; that is the kind of question for which we charge the lowest rate. Lately we've started charging an extra charge which is our extensive verification charge. The quality of the requests that we've been receiving has gone up tremendously. They give payment for value received. It speeds the operation and this is one of the reasons that we were able to lower our rates in some other areas.

BOB MEYER, Pasadena: I'm a library consultant in Pasadena and other surrounding libraries. I am making a survey related to library service to business and industry. The purpose of the survey is to discover how fast to develop and when to expand library service to business and industry in the area covered by the Metropolitan Cooperative Library System--which runs roughly from Pasadena on the east to Palos Verdes on the west. There are 12 members in that library cooperative. What we're doing is an analysis. I've been interviewing 70 firms in that area in all sizes, types of industry, and of all ages--in new ones and old ones to discover if there is any difference in use of libraries. We sent questionaires to another 300 industries to see if we could get a larger response from a larger group; roughly we got a 30% response to that which was good. The object of the whole thing is, that if it turns out that industry needs more information than they are getting, then perhaps the public library can do something.

DALTON: We have today with us Mr. Carl Lawrence who is president of the Lawrence Construction Company here in Sacramento.

CARL LAWRENCE: On the 18th of April, at 5:12 or 5:13, depending how your clock is set, there is going to be an earthquake in San Francisco. This is the most popular because we all live somewhat near the famous San Andreas Fault Line. Why should librarians know something about it? I think they should know a lot about it, more than I can tell. I think it is a subject that everybody will ask questions about.

Just recently, I cut out of a paper the 19th of March, a showing of where the San Andreas Fault Lines goes and where you are more likely to get earthquakes. In the United States 95% of the earthquakes have occurred in California. It would seem that we were prone to it and 30% of the earthquakes have occurred at the San Andreas Fault Line.

The San Andreas Fault Line is about 600 miles long or perhaps a little longer than that. The harm that was done in San Francisco was shown in the February, 1969 issue of the Berkeley Centennial Fund publication, a good research on earthquakes. Undoubtedly, every library has Perry Byerly's History of Earthquakes in Northern California, it is a "must" book for a library.

AFTERNOON SESSION

DALTON: The State Technical Services Act was passed in 1965 and it was known as a "sleeper," in that no one really paid that much attention to it or knew that anything was happening. It's a Federal Law even though it is called the State Technical Services Act. Its purpose is to make money available to the state for serviee to business and industry. Its purpose really is to encourage economic growth in the United States by stimulating and supporting state programs which might assist in quickening the applications of science. Its aim is to bring the results of research to the user as rapidly as possible by the dissemination of technical information by referrals, by technical expertise, and by workshops, seminars, personal visits, and other means of communication. You can not see the word "libraries" if you read the law.

At the meeting of eligible state agencies we listened and we heard "libraries" whether anyone else did or not. So, the California State Library made a proposal and we did receive funds that year.

But that doesn't mean that we will every year at all. In California, as in most states, the university was named as the administrator. The money is given to the state and as a State Library administers the Library Service and Construction Act funds the University of California at Berkeley was designated as the administrator by the governor. Later the administration was transferred to the Transportation Agency and that is where it is now.

The reason for the passage of the act is that there is a steady outpouring of data that is important to the profitable operation of business produced by public and private agencies and is not made readily available. In other words, what they're interested in is taking the research which is done by Federal Government and private agencies and transferring that information to business and industry. In other words technology transfer is what we are talking about. Again we saw no better agency than libraries to make the transfer. It is important that business maintain a current understanding of the new knowledge as well as new techniques of operation and it is equally as important that industry does also. It's imperative to bring the researcher and the potential user of the research together as rapidly as possible. This is what we attempted to demonstrate here this morning. Each community has a significant stake in the welfare of each business firm or industrial firm. It's one thing to induce business and industry to locate in the area but it is also important to maintain healthy, competitive business. The people interested in the State Technical Services Act realize that business and industry need data and facts. It can be gained by materials, seminars and workshops. The purpose of the act is to attempt to dissolve the barriers between practicing business and industry and practicing business and industrial research. It is to establish cooperation between firms and researchers. Avenues for the distribution for vital information can be open and can be maintained if the desire to know is present. The general purpose of STSA then is to promote and encourage economic growth by placing the findings of science and technology usefully in the hands of American business. The research must be accessible to as many potential users as possible. It must be publicized to encourage its use. It should be directed to business and industry that have the greatest need. It should be practical and useful. I liked the statement this morning that we do not need replies, but answers; I might go on one more step with the State Technical Services Act, it's practical answers that are needed--not just an answer, but an answer that can be used.

When we request the funds, they are fifty-fifty matching funds. The first year we received a small amount of money because there wasn't much available. That's the year that we had George Bonn make the survey of California on business and technical information. If you don't have that report, write to us for it. Mr. Bonn didn't paint too bright a picture of California and its service to business and industry, although he found some bright spots. Then the next year we received the sum of $110,000. So if you match this, you have $220,000. We asked Miss Charlotte Georgi of the UCLA Business Library to accept the appointment as a consultant to STSA. We looked over California to see what we should do and it looked to us that we should have a pilot project. The State Library could still provide service statewide, but also develop a pilot project. Again we looked over California and said where shall it be? We have only so much money, another thing that the STSA insists on is that you build on strenghth; of course that is understandable because your money goes further that way. Fresno County Library we knew was providing the type of library service that was already a beginning for the State Technical Services Act project. Through the information center that had been established there under the Library Services and Construction Act we know that the library at Fresno was already providing that type of service that was required. So, we asked Fresno if they would be interested in an STSA pilot project and they were interested. We also wanted to back-up Fresno County Library with a research library, so we asked UCLA whether they would be interested and they were. We did not work out a contract with Fresno State College but their materials are available to Fresno County Library. In the Fresno community, a businessman or man from industry can go into the Fresno County Library and receive service relating to business and industry, whatever questions he may ask. Also, they are backed up by the University of California at Los Angeles and by the California State Library. We cannot use any of the funds for materials; they can only be used for staff and for operations. The staff of the Fresno County Library is going out to the community. Ed Plummer is on the staff and Mrs. Marie Boerum is the reference librarian in charge of the project. Ed goes out to the industrial community, right to the industry itself and doesn't wait for industry to come in. I think that Ed would say that the coffee hour is a good time to go; a time whan he can sit down and really work with the people from industry. Then if Fresno does not have the materials they can get them from UCLA. There we have Mrs. Mary Jane Schmelzle who is a member of the State Library Staff but who is stationed at UCLA had Miss Carolyn Reese who is employed under the State Technical Services Act. They can provide back-up service as can the State Library where we have Mrs. Janet Bergman and other members of our staff. Now as far as the state-wide nature of this project is concerned, we provide the State Library services on business and industry state-wide. The UCLA services and the Fresno services are for the Fresno community only.

As you know, we have been issuing the mini-bibliographies--the mini-bibs as we call them. We've been issuing FLASHES; we've been trying many things; the program is designed to be an innovative. One thing about it, which was difficult with me to start with was when I sat down with the people from the State Technical Services Act, they were not the least bit interested in that I could say the State Library answered ten questions today, that we had ten marks or that we shelved so many books or any of the other measurements or that we answered questions. They were only interested in what did the person do with the answer you gave them. As an example: If a man had a business where someone brought him a table and he was supposed to glue the legs back on the table, but he did not know how to glue the leg back on the table so it would stay. So the business man thought of his public library and of the State Technical Services Act or anyway, he went to the public library so they gave him material telling him how to glue the leg back on the table. Well, the answer is no good if the leg doesn't stay on the table. You may have given him a book and maybe he didn't understand it; or you may have given him a book or material and that book or material didn't have something that applied to that type of table or particular type of leg or something of the sort, but it's the result that is important. This has been a new area to us too, that is, to get the feed-back.

The State Technical Services Act of California issued the following in January--"This announcement will serve as an invitation to submit proposals for consideration as a part of California's 1969-70 fiscal year State Technical Services Program. To be considered, proposals must be submitted to this agency no later than April 1, 1969. The State Technical Services Act Public Law 89-182 has as its principle objectives raising the technological level of American business community and industry by increasing the dissemination of existing technological and scientific information. The California State Technical Services Program is administered by the Business and Transporation Agency and consists of various projects conducted by qualified institutions throughout the state. Typical projects include development of technical information services and centers." The State Library project is one of the projects listed. There is also a packaging library at the University of California at Davis. The administrator of the State Technical Services Act is assisted by an advisory counsel that reviews and approves all proposals for projects prior to their submission, by the Governor to the U. S. Department of Commerce. When approved by the Secretary of Commerce, projects in California annual State

Technical Services Program are eligible for dollar for dollar federal matching funds. The State Library has submitted a proposal under this act which will go to the administrator, who will send it to the members of the advisory counsel and decide whether or not they want to refer it to the Governor. Then it goes to the Governor who either approves or disapproves and then to the Department of Commerce where it is either approved or disapproved and by May 22nd we're supposed to know whether we have funds again or not.

The proposal does have in it this time, of course the Fresno County Library and UCLA are an extension to the program of the Black Gold Cooperative Library System. We have also included a workshop on service to industry. A workshop of industrial people themselves, not librarians at this time but it would be for the man from industry. I was talking with Bob Meyer who is working with Pomona and Pasadena and he says that one of the things that the men ask for when he went around to visit them was "Could we have a workshop that would teach us some of the things such as were shown here today". As Mr. Kimmel said when he left, "I'm the one who benefited by this workshop. I learned more today than I have ever know about materials that existed in a library". So it would be that type of workshop that we would hopefully put on in the fall. The one to counsel on library resources is a type where there would be experts in the area who could serve as resources to the library.

DALTON: It is now 3:30 and we're ready to go, so first the thing I'll do is to announce that there are extra hand-outs to take if you would like to take any for your libraries. We have reports from the groups. The first group, Group A of the Role of the Reference Librarian which was led by Mr. Martin, I don't know who the recorder is, but will the recorder speak from the rostrum here, please. No? Okay then B, Mr. Maupin's group.

DAVID HUNTER, California State Library: I don't think we came to any conclusion; we discussed articles that appeared in Special Libraries and Library Trends and I think of the whole crux of the matter revolved around the fact of the generalist VS the specialist. I think most of the group felt it was a virtual impossibility to become a specialist in the various fields of knowledge and that the librarian would be able to direct inquiries to the specialists, more or less because of the fact that knowledge has become so specialized. The fact was mentioned also that there should be more need for study of computerization. It is such a new field that people felt that a course touching on the fundamental would be very helpful to them in this respect.

DALTON: Has Mr. Martins group come in? No? Okay then Group C, Mr. Pike's.

HELEN KELLIHER, Auburn-Placer County Library: The functions of a reference librarian as opposed to information specialist were defined.

In discussing the role of the librarian in relation to industry, the point was made that the small business is the one that perhaps can benefit the most from public library services and often they are neglected.

The possibility of having a librarian or librarians at large research centers was put forth. It was stated that some large libraries such as Los Angeles Public have retired staff members to whom people can write and who will do research for a fee.

Librarians can also make use of specialists in their communities and assist in answering questions of a specialized nature.

The role of special libraries was discussed and it was felt that we need to find out what special libraries can and are willing to do. In this connection some kind of a directory of special libraries giving such information as are they open to public? Will they provide photocopies? And if so, is there a fee, etc.--in this connection the librarian from Aerojet said they were happy to provide photocopies of material if it was not classified and no fee is charged.

The suggestion was made that there is a need for better lists of union holdings of libraries and that possibly instead of sending libraries lists to check that a team should be sent to the libraries to compile the list.

It seemed evident that libraries for the most part would have to provide service to industry through existing budgets and that lack of personnel and money were problems.

DALTON: Yes, it sounds familiar. I know Mr. Martin's group is here now.

MARTIN: We started off with a set of three premises for discussion. I'll just read those to you.

The function of the reference librarian is to refer the patron to the sources of information hence while a knowledge of such sources is needed, in-depth subject knowledge is not always required. The function of the information specialist is to acquire and interpret information for the patron, hence extensive subject knowledge is always required. The two functions are so different that the reference librarian and the information specialist should be considered as distinct in the general field and the librarian field. Now I must confess I was startled to find that everyone except myself there accepted these definitions. I hoped that everyone would be opposed to them, but everyone accepted them. So the first thing that came out of it was that these definitions as given were accepted by the group in the discussion.

There were several criteria that came out of discussion that seems to distinguish these two types. The amount of time available per patron--the reference librarian can spend very little; the information specialist will spend much more. The reference librarian has a teaching responsibility, that is to teach the patron how to use the information tools and sources; whereas, the information specialist does not have this responsibility. The reference librarian may be an information specialist in his field of knowledge expertise; the information specialist may not necessarily be, or become a reference librarian.

The sense of this group discussion was that the primary role of the academic and public library staff in service to business and industry should be that of the reference librarian, not that of the information specialist, as defined above.

Because of time, staff and budget limitations, the urgency of need, time element by business and industry may be the greatest problem in providing such service to business and industry.

DALTON: It would be interesting to compare these. I think this is the first workshop that has really come out this way. The next one on the Role of the Reference Librarian is Charlotte Harriss's Group, George Farrier.

GEORGE FARRIER, Santa Clara County Free Library: Thank you Phyllis. Our group got started by our moderator suggesting to us, what should we be doing and out of this came four particular points. If you don't get a grant of money to start the project going and you really feel it's important and you want to start something, then the first point is to take a small portion of your general reference budgets someway, somehow, for specialization and begin to seek clientele who when served can then give you the support that might help you to get the rest of the funds and this was what someone illustrated this morning. Secondly, to pick out something in your library program that you can specialize in so that you can give the service when it is needed.

Thirdly, it was necessary for each library to be thoroughly familiar with other resources in the area so you can give referral services. Fourthly, that in doing so it was necessary in developing a balanced reciprocal service with other kinds of libraries in your area so that no one abused the services of the other. This of course is along the aspects of the general reference librarian VS the information specialist. When we got into that particular phase in our discussion, the definition seemed important to know what this is. Fortunately our moderator had done a little homework on this and had come up with three definitions of the information specialist and the general reference librarian which sort of goes like this. One definition was that librarianship and documentation are applied aspects of information science . And then another definition that documentation or information science is nothing more than a form, or aspect, of librarianship, hence taking the oposite side. The third definition is that there is an obvious tremendous gap that exists between information and library practice, so what you have when you get through are three different viewpoints. Then there were several other points that were suggested in the discussion. One that a smaller library needs general reference librarians because this is where the most demand is from the public from the smaller library, but that it might be possible to assign to each one of these library gneral reference librarians a specialty subject interest which then could be used as a referral point from the other librarians. I think many of us do this now to a certain extent. Thirdly, the development of the system network with communication provides better opportunity for use of infrequent use of materials at a center than was previously possible and in many instances is now possible.

Then we went into the question, "What effect will the new copyright laws have on reproduction, if the copyright laws are what some of us fear they might be?" Well it seemed to be a frightening aspect as a possiblity and the only solution that possibly could come to our minds is the use of the coin operated devices with percentage of the returns going to the publisher, such as you do when you hear music over the radio, that does go to the composer or so on. But if we got into that kind of copyright program, let the photocopy specialist do the work and pay the money and so on.

Even if you do build up your own library business and industry collection, you should continue to call on local industry and business for help. First because many are flattered by having you come to them; it makes them feel important and sometimes this provides the good public relations that you need to get the added support. And then what was in the role playing this morning, raised the question how do you find out what the patron really wants? It seemed to us that you had to have careful discreet questions be made to the asker of the question in order to help and to know how to make the referrals to a large source of information.

__DALTON__: Then we go to the second subject, Is This Our Goal Today? and Mrs. Marie Boerum's Group. Janet?

__JANET BERGMAN__, California State Library: At the beginning of our session it was agreed that it is our responsibility to anticipate the needs of the industrial community. There were various suggestions on how this could be done. One was through the yellow pages and financial pages of the local paper, and a second was through the community clubs and agencies such as the Chamber of Commerce and the Rotary. There was definite agreement that the best way to become aware of the community interest is through personal contact. We also agreed that we could not expect the businessman to come in on his own, we must advertise and the best advertisement is that of satisfied patrons. After advertising our services, we will have to fulfill his needs. To anticipate in filling these, an adequate staff is necssary. It was brought out that the goal should be system-wide to avoid unnecessary duplication and an example brought out was the use of prepared bibliographies.

The detailed bibliographic work has often been done by the research or larger libraries and we must make use of these, rather than repeating this type of work throughout the smaller libraries. It was agreed that periodical indexes are of value even through the individual libraries may not have the actual periodicals in their collection. They are useful in defining what the patron actually wants in your interview with him by going to the indexes with him, you can define what he wants. The use of these indexes is possible thro faster communication and facsimile reproduction. It was reiterated that citations are not enough, however, industry wants the answer and in setting our goals we must consider this. In conclusion, it was felt that we must not forget the small businessman because he is the one who really needs our services now and if we don't help him now he will forget about us, and we'll lose his support when he becomes larger.

DALTON: Bob Meyer and I were talking today--some of them may not become larger; it may just be the end. The second is this Our Goal Today, Mr. Pooler's group.

MARIALICE MAXWELL, Solano County Library: We also accepted the goal of today service as being able to supply industry with what they needed. We went around the group and we found that what was hapering our services now in this area were limitation of budget allowance for library material such as not being able to supply long serial runs or the abstracting and indexing services that provided information for the industrialists and specialized directories.

The second limitation was that of staff. Specialized librarians first of all because industry talks a different language than what most of us understand especially some of our clerical staff who have to man our desks and of course there are our contacts with people that come in. That brings up the lack of in-service training programs. We have in-service training programs of general reference knowledge but we haven't developed in-service programs headed for industry. Then we went around the group to see what was being done despite our limited budgets. Our leader was from Stanford so of coursw we discussed the Stanford Technical Information Service which is government funded and one of the outstanding developments in that area. They charge a fee only if the service provided is the service the people need, which I thought was interesting and he commented that the funds collected could be counted as the feed-back of successful information given out. Alameda county has developed an information center for business and government which is doing a great deal of work. They are just a year old so they are not too well established and they in particular feel the lack of their long serial runs which they could use very comfortably. In Solano County we are trying to work with the Industrial Development Agency hopefully we will have a committee in that group to help us in procurring the library materials that they will find most useful to them. Mountain View Public Library commented that 30% of her questions are from business and industry; which is quite a large percentage and she too felt the lack of library materials necessary to fill the needs there. San Jose Public Library said that they were building up indexes and back runs of serials and periodicals on microfilm which is a good step ahead. We felt there might be a couple recommendations come out of our group that we develop in-service training programs for staff, both on the professional and non-professional level and possibly these may be done by workshops or seminars because even our general reference librarians would profit by contact with a specialized librarian in those particular fields. And that we at all times continue our program of acquainting a potential user of our library, industry and business of the resources that we do have available at the present time, both in library materials and services.

DALTON: We move then to Publicity and the first group is Gill McNamee's group.

JOHN G. PETROS, San Francisco Public Library: Publicity in the business and industrial field requires as a preliminary one important thing that ordinary publicity doesn't require. This clarification by the library of what services it can offer business and industry. This is necessary because in this field you can't in general say to the businessman you are going to do something unless the library is totally prepared by staff and material to back it up. It shouldn't say you will do telephone work unless you will do it totally. It shouldn't say it will give immediate answers if it can't provide the staff to give immediate answers. Another important preliminary in the business and industry publicity is to know the local business and industry. This could be done by either utilizing existing surveys or trade directories of industry and business or by making a special study for the library. Basic to any discussion of publicity in this field is that the library should take the initiative. It must know what it wants to do in this field and it has to suggest to the media that it plans to use, how it can be used, for instance, in a newspaper publicity in the business and technical field it could suggest the section of the newspaper that it would want the newspaper to run a particular article. For instance if there is a list of books on real estate and construction it could suggest that it utilize this material on the building pages of the newspaper. In another case, if there was a trade show that was going to be coming to the town, the library could take the initiative in reaching the organizers of the trade show in having a special booth to publicize it's services. It should not wait for the trade service to ask the library to establish a booth.

The problems of public relation in this field is the same as the problems of public relations in general and there is, possibly little money in the budget for mail postage or for special publications, a lack of staff, an administration that perhaps does't undertand the importance of doing something except just talking about publicity and the basic problem of getting the feedback on the effectiveness of the publicity. You always, especially in this area, have to find out if you're reaching the people by in some way asking them as they come in or by in some way getting your reference staff or people at the desk to report on who is coming in. The basic key to the problem of reaching the business and technical public is by having a knowledgeable staff at the library, who will be available to help these people when they come in. There has to be knowledge of the library collections and knowledge of the sources outside the library which the library patron in the business and technical field could be referred to. It was also brought out that businessmen or people in the technical field are an easier group to reach than most of the public because they are highly organized into professional and trade groups. These lists are readily available in directories published by the State Department of Professional and Vocational Standards, in yellow pages and various manufacturing directories and other industrial directories. As far as forms of publicity, we briefly discussed a variety of them, contacting local associations and asking to talk to small groups of meetings, asking them if they have Newsletter and offering to provide their association lists of new books. Offering the use of the library bulletin board to publicize activity of the technical groups. One of the things that we discussed at length is designating somebody a business specialist within the library where people could be referred specifically to this one person so that the person in business and industry would meet a knowledgeable person on the staff. Publication of newsletters on annotated books on particular topics was also mentioned, utilizing book displays in the library on technical topics, having displays on trade shows, newspapers and radios and also possibly on utilizing signs in industrial organizations which might be related to that particular industry.

DALTON: The second one under Publicity is Genya Lyon's Group.

GENYA LYON, Sacramento City-County Library: Our group discussed approaches to the business community. How to entise them into the library. We decided by personal contact, this would be perhaps through organizations, have a member of your business staff go out and give a talk to your Rotary, JC's and what not. You can also call at offices of business firms, but be sure when you go that you are fully prepared, businessmen don't have time to waste. Then also by phone, you can call up resource people, someone in the community if you have a book in his special field of interest, call him up and let him know you've got it. It is very helpful if your library serves a community of over 100,000 to have a public relations librarian. Another way you may get acquainted with the business community is what we call donation service, in other words, if you've got a pharmacist that has a specialized directory, this directory sits on a shelf and gathers dust except when he is using it. Strike up a deal with him, tell him if he deposits this volume in the library you will give him almost instantaneous service when he calls since you've got the directory there for use for other patrons. There is a mail approach. It was decided that only short lists seem to do any good. If it is too lengthy the businessman doesn't have time to go through it. Make sure it is specialized and annotated. Your Chamber of Commerce has a good source for mailing lists for different types of businesses. Then we discussed radio. You can have the spot announcement sort of thing, book reviews, or you can have a situational. The same thing applys to TV and I believe Mrs. Palen brought out that for so many minutes of commercials, TV must give free time to some worthy project such as perhaps the library. The approaches to the press. You can get book news into employee newsletters perhaps. Again we discussed newspaper feature articles which must be on the page relating to the subject of the release, your business on the business page and what not. You have direct contact in the library. Sometimes you get people in there civil service, even automobile repair books. Find out what your patrons interest is, note his name down, mentally or on a sheet of paper and when you've got a book in that's in his field of interest, call him up, he'll be glad to find out about it.

Then we discussed why the businessmen do not trust librarians and libraries and how to overcome it. We believe in having an adequately trained staff there to serve him. This means you have to have business librarians and should you have non-professional people there, they should have an in-service training on the review and referral procedure. It was suggested that there should be a special course taught in library school on business and technical librarianship. We also had a very good idea from Stockton Public Library that next month they are having a Blix month on business. They are having radio programs, special bibliographies, displays and exhibits and they are even having an hour long noon time program in the library.

DALTON: And into current trends, the next A and B groups merged. Mary Jan Schmelzle.

MARY JANE SCHMELZLE, U.C.L.A.: In our merged group we were principly public librarians. I'm construing myself by courtesy of Fresno County Library with whom our project is associated. To most of us, the scope of Information Analysis Centers was limited or unfamiliar and this permitted me to point with pride to my success in having found a directory of recently published of federally supported information analysis centers. There are many other kinds of analysis centers but this is the best in my professional opinion that includes many that are not as familiar to us as those that are connected with NASA, AEC and the defense oriented industries with which we normally associate the Information Analysis Centers, this was issued by the Federal Council on Technology and is available at the Clearing House. It was published in April, 1968 and the most important part is Order Number PB-177050 and it is for the usual $3.00 fee. There are over 100 centers listed in this directory and we talked in our group that there are really more of them than is generally supposed. Since they talked about the number that is connected with the Department of Defense and their contractors numbering somewhere around thirty to have this agency pole and gather together the information of over 100 which meet their analysis of what an analysis center is. It means that there are many of them in more general fields than we're likely to have been aware of and that it is important with the changing nature of information that we be alert of different sources of information which may take us outside of our own libraries. These centers are such outside resources. We need some contrast between the library and the Information Analysis Center and I was able to suggest that when the analysis centers talk about themselves they put the emphasis of distinction on analysis. They feel that they could use a new product of information because they take bits of information from many different sources including personal interviews with scientists and technicians who are working in these fields and other specialists and combine the information that they have assembled on a very selective basis including all things erelevant in terms of the most refined aspect of their subject. And then what they call repackage the information in an analysis which is tailored to the users need. In this way, they consider themselves to be different than library service. Some of us thought that we were to some extent both analysts and specialists in terms of information at least in relation to some questions. We're not always being specialist or analysts but sometimes assist in this way. We also had some discussion whether it is most appropriate if you feel that you've identified a center of this sort for patrons needs that you continue to be the intermediary between the user and the center or whether the patron should be encouraged to approach the centers directly. And as many of these things go, we decided that it depends on the circumstances, on the patron, on the library and on the center. In some cases they require that you contact directly. The qualifications for the users of these centers vary widely depending on the nature of the center and in some, it is true require the highest type of security classification and are only able to serve government contractors and their sub-contractors and suppliers. But a great many of the centers describe themselves as being available to anyone who is interested and some of their subjects would be limited in this respect because they are so refined. I like the one on hibernation which I think has gone out of business or has gone to hibernate. The one on oceanography says that it serves anyone at reimbursement of cost except routine questions which are answered without charge. So it does vary and some say they serve the technical community. Presumably this is the technical community that has an interest in ceramics or electronic components or other aspects of a limited subject. We do have the responsibility as librarians to be able to at least refer our patrons to these centers and in some cases perhaps assistants to use the centers because we can act as intermediaries and in some cases the center may be more willing to provide information through a library than to a patron directly. We also talked about charges for service. There was a stronger case made in our group in connection with service charges to business and industry in general than was made this morning in this room to say that business and industry pays its substantial tax within the community which is served by the public library that it seems reasonable that they may expect a high degree of service also. Business libraries or libraries serving industry would properly be construde to merit special service out of tax support beyond the regard to consideration of fees in regards to photocopies and others. It was a strong expressed opinion and I was inclined we ought to notice it. We decided principly because of the change in nature of information these days there maybe a redefinition of the role and responsibilities of the library and librarian but it isn't something that isn't a question of either or libraries or information centers or information specialists or general librarians, but that there is a need for all of these depending on the circumstances and that there is this flexibility that will make it possible for us to fill needs within this framework, well it all depends on the question, on the patron, on the library. We decided that if referrals are made, the method in which the referrals are made is important so that the person doesn't feel that he has just been brushed off to some other source because as might have been exhibited this morning you can't get up and open a drawer in card catalog for them. Our group too felt in order to make the most effective utilization of existing library resources there would be more great opportunity if there were more staff training and experience. Some of the suggestions were that we really can expend within the framework of our present resources that some of these needs might be filled by workshops and seminars, those given by the Department of Commerce to train the users to use their publications was suggested as an effective one which has been successfully used and widely used by users. It was gratifying to hear that additional resources like a resource center at the university which would be similar to the one that we are now experimenting with at UCLA in behalf with public libraries and other libraries would be useful in areas which felt deprived because there wasn't one of our centers there and wanted to know to whom they should speak.

DALTON: Number 5 is the last one on Interviewing the Patron, Mary Schell's group, Mrs. Miriam Pike.

MIRIAM PIKE, California State Library: We started our discussion by a brief introduction by our leader, Mary Schell and mentioned a few problems concerning the interviews with the patrons. We did find that although we were from a various group of libraries and types of libraries that we did seem to run into the same type of patron who had the same kind of problem and the same difficulty in presenting it to us. We had the same difficulty in understanding what he wanted. We proceeded from there as if we were all working with business patrons. We discussed a few general topics which seemed to arise in connection with this.

First of all, barriers of communication. We felt that telephone requests often present a barrier from one angle particularly for instance if it is in a very busy place where a telephone request is taken by one librarian who perhaps does not have time to work on requests and has to refer it to the person who is next on the desk. Perhaps that person just gets started and has to refer it to another one so that by the time the question is finally answered, possibly it has little resemblance to the original question. So we thought that was quite a barrier and that it was most important that the person who originally took the telephone request made careful notes of the specific types of information which was needed and anything pertinent to the question. And also it was indicated who the patron was, not only the name but whether or not there was a connection with some industry or some particular office. I'm sure you've all had the experience of having tried every place else and then you say how about trying such and such an office and then that little voice says this is that office. It is extremely embarrassing so it would help if you knew who you were dealing with at that office to begin with, you would do away with that sort of thing. Another thing we felt sometimes was a barrier which we unconsiously do because we have had many requests for information phrased in a certain way or for a certain type of information, we tend to project or anticipate requests sometimes without trying to find out that perhaps this particular individual is working on a different angle on the same sort of thing and that it is important to know just exactly what his particular need is and that we're not thinking about the one that was asked just yesterday which sounded very much like the same sort of question.

There is always the problem of the feed-back through the secretary who has no idea really why her boss wants the information and she's just relaying his request and he just said he wanted so and so. So of course there again there is that barrier which is very difficult because sometimes it is impossible to get anymore information from her since she actually doesn't know what she's looking for. We felt another barrier, as was mentioned this morning, whether or not it is confidential because people so often do things you're trying to pry into some sort of particular private phase of business and you're going to try to go out for this big contract or try to answer this special question or this contest or something like that so you do have to overcome that barrier and assure them that your interest is purely professional in trying to find the exact answer and get the information that seems to intrude upon the privacy of the person who asks the question. Then of course there is the barrier of the patron who finds he has the inability to get the question across to the librarian who knows of course what he wants but he just isn't able to phrase it to you or possibly he doesn't know for sure that there is something available but he thinks there should be. He just has a difficulty in communicating with you entirely. He doesn't know how to word it because he doesn't know what's available. You're caught right in the middle there. We felt too that sometimes the actual physical set-up of the library provides a barrier for communication because patrons wandering in for the first time, althought there is a sign, a big thing that this is the information desk, of course none of us read signs anyway so we don't know that that is the information desk and we wander about. It was felt that there is always a problem that they get detoured along the way and run into somebody that has only come to the library that very same day and has never been in any of the other sections, and it sounds like it could be in this place or that place so there is the problem of being sure along the route to which the person is being referred do know the correct answer, know where they should be referred to, to which section to send them so they are not going back and forth through the library. Also someone suggested if the librarians get out from behind the desk and speak to the patron and make this just a little more informal and of course we mentioned that that's fine unless you're the only person on duty and you're manning three or four different places.

Another aspect which we discussed was the art of interviewing people and our moderator mentioned that questions go through four stages, first is the unconscious need of something and a vague development of the problem, then he knows what's wanted and finally asks the librarian but unfortunately he isn't able to state what he really needs or what he wants, he has sort of gotten beyond that so to get him back on the track is something else which takes a little bit of doing. And again as it was mentioned, it is important to know what the patron needs the information for. Whether it is to pursue his own hobby or whether it is a professional need and naturally he would need an entirely different type of response in that case. We talked about whether or not telephone request or in person requests were easier to handle or whether we were able to give better service and I think we farely well agreed that ordinarily it is easier if you can talk with the patron because you have a chance to project your own personality and sometimes it's easier to point out something physically for instance bring in a personal thing since I happen to work in a section that has genealogical material. If we tell a patron over the telephone that we have 1,000 cards with the name of John Smith, they think that we are not going to bother to check those cards, that we're just being lazy about it, but if you take the person to the drawers and show him how many drawers full of cards under that name, for the whole state, it sort of indicates to the person what the problem is that exists and this is true of many cases, if you can point out the actual sort of thing which has to be gone through, they will understand much better why it takes longer to exempt all the possibilities and to get the question answered.

Another thing that we mentioned when we were talking, leaving the request for another librarian to work on; someone suggested possibly having a form left at the telephone desk as many places do to fill as much information as is available and probably a more detailed form than most places use would be adviseable.

Another thing that we have found difficult is how to convince the patron that there is no such information available, that no such directory has been published and how do you say this in a convincing manner. We decided that the only thing you can do is mention the various sources you've checked and then to try to reason with them to indicate how such information would have been obtained. How many people were wearing a red dress, or how many people were at a certain meeting or something like that. Who will be taking such information or making note of it, is this the kind of thing which would appear in census statistics or something like that. Again we spoke of that particular problem or barrier.

We mentioned the importance of establishing good support with the patron because then they are just convinced that you could answer one question, probably they will be back for more.

The procedure to follow if the information is not available in your library if you happen to have a small collection on the particular subject and you are quite sure that that is true that you know you haven't very much rather than to detain the patron and say we might have this or that or go from hither to you. It is probably best to state that, although we, on this particular subject, do not have a great deal of information, we would suggest such and such a place would have a lot to offer, give them bibliographies and things of that sort. As a person indicated, be sure you do not have the information before you tell them that you don't have the information.

SUMMARY AND CONCLUSION

I just want to say briefly what we said in Sacramento today. A word that came through loud and strong today was awareness--awareness on the part of the librarians, of the needs of industry and awareness on the part as a librarian as what's going on in the world; awareness from industry of the potential of the library. One of the elements of service which I heard discussed was public relations. Public libraries really need public relations in providing service to industry, because without consciously doing so, the man from industry makes a basic assumption that the public libraries do not really have the answer.

The interview is really public relations; a skillful interviewer will make the use of the public library a pleasure and a skillful interview will enable the librarian to determine the recency of the information desired, to narrow the subject and to provide the answer at the time it is needed. One interesting point in interviewing and/or advisory capacity of the inquirer is to know at what point to stop inquiring.

Resources. One of the resources is materials. Service to industry requires traditional services plus, special materials of any sort and of any kind, if they will provide the answers required. An association publications were emphasized as being most valuable. The currency of the material also was emphasized. People are resources also; they are essential to the program and among the people that are essential are librarians and information specialists regardless of how you split them. These people must have a wide knowledge of materials and of reference techniques. Specialists outside the libraries are important resources to service to business and industry and people from companies such as this man from the utility company in relation to the occupancy of houses.

The educational function of the librarian was also pointed out as being important and the guidance function. Perhaps such work can be done in groups rather than educating each person as he comes in.

The interdependance of libraries was also emphasized. No library can have everything, so that interdependance of libraries is a must. The different levels of service and materials was demonstrated today in the panel discussion. To provide the needed information when such need is current is most important. Libraries must know each others resources and be able to rely on each other as well as on outside resources.

The problem of the intermediary, the secretary or whoever, was discussed. The secretary which poses problems in providing the answers needed. This complicates matters and makes for a different approach. Continuing education I heard throughout. If I hadn't heard I would have put it in anyway, but I did hear it. I'm not sure that this particular word was mentioned, but new methods, new materials, new techniques, new needs, shift in emphasis, assessment of trends--all these are areas which demand an up-dated person because as you know we can become obsolete as well as any machine. You can perhaps keep up-to-date by providing your own continuing education but the interchange of group meetings is essential, at least I think so as well as the information that is presented in a group meeting. Another continuing educational need that has not really started is the need to teach reference techniques to the man from industry. The phrase that I like today is "lead him down a bibliographic path". Some words that I wrote before the meeting, incase nothing came out of the meeting, you have to be prepared, but it did come out but I have a few minutes so I'll just present it.

A concern that we must recognize in serving industry is that we must get information on new technology to the decision makers in industry. Some of the workshops have said to whom do you go in industry? Whether you to to public relations, but finally we decided it was the top man.

Decision makers tend to depend on personal contacts rather than written material. But when written material is used as a source of information, professional journals and trades publications are given high priority. We need to emphasize along with these publications that government publications and information centers should also be given high priority. One phrase that I read about decision making is that the number of bad decisions made in the world is far outweighed by the number of decisions that never get made.

Scientific facts are needed to create economic growth. The innovator, and by the way innovation is one of the strong points of the State Technical Services Act,the innovator will do better if there is a diffusion of knowledge. The ground is much more fertile for innovation in a rich atmosphere of facts, data and experience. Technology transfer improves the rate of quality of innovation. The steady out-going of data important to the encouragement of industry which is produced by public and private agency threatens to outdistance our ability to deal with it. I think you well know that. It is imperative to bring the reseach and the potential user together as rapidly as possible. It is possible that the research you put in the hands of industry will definitely stimulate economic growth.

The workshop today is only pointing up the need to provide service to industry. One workshop, two or three, perhaps will not change the course of events. But continuing workshops on a small scale or a larger scale will continue the education of the librarian and seminars for men from industry will increase their knowledge of availability of information and how to secure access to it. As librarians, we do have the opportunity to place the findings of science usefully in the hands of American industry.

I think it is wonderful that you all came and I hope that the tapes will turn out well, both in quality in sound and I know the quality is there in what you people have said. This will close the workshop today. We'll get the proceedings out to you in a due course of time because we have all of your names and we will get it transcribed, thank you very much.